

Legal Marketing Lessons for Real People

Two Dallas lawyers are good examples of professionals who have found clever ways to make their personal passions part of their legal marketing efforts, writes Amy Boardman Hunt in a post on the website of **Muse Communications, LLC**.

These two role models show that – rather than insisting on keeping our work and non-work lives separate – we should find ways to incorporate the personal into what we do professionally, within reason, Hunt writes.

One of the examples is is **Amy Elizabeth Stewart**, founder of **Amy Stewart Law**, an insurance coverage law firm.

“Next to deciphering insurance policies, Amy’s other passion is an organization called Attorneys Serving the Community, a volunteer group of Dallas women lawyers,” Hunt writes. “Every year, ASC selects a beneficiary organization whose programs benefit women, children or families. The group spends the year fundraising for the non-profit, including a fun run and an annual luncheon.”

The other example is **Michelle May O’Neil** , a founding partner in **O’Neil Wysocki**, a prestigious family law boutique. “For several years, Michelle has been active with Team in Training, a fundraising arm of the Leukemia & Lymphoma Society. She runs in their events, holds periodic fundraisers in her home and makes her support of the organization an integral part of her work and personal life.”

Read the article.