To Market Your Legal Practice, Think Like an Editor and Publisher

Amy Boardman Hunt of Muse Communications has some advice for lawyers: If you want to promote your legal practice, think like an editor and publisher.

“By this, I mean think about your business objective (as a publisher would do) and then come up with a concrete schedule of content that helps you meet those objectives,” she explains **in a post** on the Muse website.

She points out that a daily newspaper isn’t just filled with breaking news about fires and car chases. It’s filled with analysis, untold stories, trend pieces, and intimidating household maintenance checklists. She follows with some examples of how lawyers and law firms can use their blogs, social media and newsletters for effective marketing.

Read the article.