

# Grow Your Small Law Firm's Business with Content Marketing

## *Insight*

Amy Boardman Hunt of Muse Communications explains some of the main concepts of content marketing and how it can be a potent tool for solos and small law firms with limited marketing budgets.

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# 15 Tips to Maximize Your Speaking Presentation

## *Insight*

Pat Rafferty of Androvett Legal Media & Marketing offers some tips to maximize your experience and develop business before, during and after a presentation at a conference or other event.

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# Getting the Word Out If You Made a Best Lawyer List

## *News*

Amy Boardman Hunt of Muse Communications has some suggestions about how a lawyer or firm can spread the word after they've

been named to a best lawyers list.

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## Using Your Professional Bio to Impress Potential Law Firm Clients

### *Insight*

Muse Communications' Bruce Vincent says the key is making sure that what you say about yourself is well written, organized, and presented in a way that will impress the people who see it.

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## Making Sure Your Website is Compliant with State Bar of Texas Ad Rules

### *Insight*

Making sure a firm's website is compliant with State Bar of Texas advertising rules is just one of the many responsibilities for Texas lawyers and law firms who are launching a new site or updating an existing site, according to Muse Communications.

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# Memo to Law Firms: Raise Cybersecurity Bar or Risk Client Losses

## *News*

Cybersecurity protections are becoming a serious factor in client decision-making at law firms, and large firms stand to lose business if they don't take care of cybersecurity.

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# BigLaw Business Development Secrets for Small Firms

## *Insight*

The Director of Business Development at Andrews Kurth Kenyon offers some detailed advice on making relationships work and discusses some approaches to help develop new business.

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# Jones Day Extends Its Lead for Strongest Law Firm Brand

## *News*

Even though Skadden strengthened its brand this year, Jones

Day has seen a larger gain and increased its lead on the market, according to Acritas.

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## **Legal Blogging for Business Development**

### ***Insight***

Blogging is also an excellent way for solos and small firm lawyers with niche practices to spur business development and raise their profile in a competitive marketplace, according to Muse Communications.

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## **Use Your Calendar for Legal Marketing Success in 2018**

### ***Insight***

With a new year starting soon, now is a good time to consider the legal marketing opportunities through 2018, advises Bruce Vincent of Muse Communications.

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# Stay Ahead of Best Lawyer Lists This Holiday Season

## *Insight*

Bruce Vincent of Muse Communications offers some advice for law firms that want to stand out in the upcoming new compilations of best-lawyer lists.

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# When it Comes to Business Development, Have a Plan, Start Small

## *Insight*

For those lawyers who are intimidated by the prospect of marketing themselves, Amy Boardman Hunt of Muse Communications offers some advice: Have a plan, and start small.

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# Making Law Firm Wins Stand Out Among the Crowd

## *Insight*

It's important to have in place an effective strategy and well-executed plan aimed at prolonging your win and making sure the right people know about it, points out Bruce Vincent of Muse Communications.

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# 7 Steps to Creating a Law Firm Newsletter Clients Look Forward to Reading

## *Insight*

Amy Boardman Hunt of Muse Communications offers some advice on the best practices for publishing law firm newsletter.

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# Building Your Legal Practice with Personal Networking in an Hour or Less

## *Insight*

Bruce Vincent, writing on the website of Muse Communications, says the “problem” with personal networking for a lot of people, attorneys included, can be traced to a perceived lack of time or, in some instances, a simple, but common, fear of social situations or public speaking. Fortunately, those obstacles can be overcome with a little planning, and the results are well worth it.

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# Is Your LinkedIn Profile Compliant with State Bar of Texas Rules?

## *Insight*

The two most important rules are: 1. Never publish anything false or misleading, and 2. Make sure your goal is to educate your audience, not to market yourself.

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# LinkedIn is Boring – But Lawyers Should Be There Anyway

## *Insight*

Amy Boardman Hunt of Muse Communications some helpful tips for maximizing your LinkedIn presence in a low-maintenance way.

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# The Marketing Appeal of #AppellateTwitter

## *Insight*

Christina DePinto of Muse Communications discusses the creation of a hashtag that captures a certain zeitgeist – benefiting a law firm looking for a marketing boost.

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# Making the Most of Your Legal Blog

## *Insight*

Amy Boardman Hunt of Muse Communications discusses how to make the most of your legal blog, including the major elements of blog writing and maintenance, as well as some of the back-end SEO elements that will help drive readers to your content.

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# Preparing for Your Professional Headshot

## *Insight*

Photographers for lawyers are relying on a series of 'environmental' photo backgrounds, full body-length images, candid poses and other techniques that can add distinction and a degree of personality, according to Androvett Legal Media and Marketing.