

# Planning Key to Handling the Death of a High-Profile Attorney

## *Insight*

Failing to take a few necessary steps when a prominent member of the law firm dies is a recipe for potential confusion and consternation among the attorneys at your firm, the firm's clients, and, importantly, the lawyer's family, writes Bruce Vincent for Muse Communications.

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# Your Professional Portrait Is Much More Than a Picture

## *Insight*

Most attorneys make their first impressions online rather than face-to-face, so the photo that accompanies a lawyer's online presence is their first chance to impress prospective clients, employers and referral sources, advises Amy Boardman Hunt of Muse Communications.

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# The Repeat Ethical Offenders

# of Social Media

## *Insight*

There are three types of social media violators that all lawyers should know about and avoid emulating: the double agent, the rebel, and the frenemy, writes Christina DiPinto of Muse Communications.

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# How to Use Content Marketing to Grow Your Small Law Firm

## *Insight*

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

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# Plan Now for Legal Marketing Success in 2017

## *Insight*

Spending some time in the next few weeks planning for business development in 2017 can pay big dividends, advises Bruce Vincent of Muse Communications, a marketing company for lawyers and law firms