



# 10 Blogging Tips Every Lawyer Should Know

Starting and maintaining a blog isn't easy for anyone, let alone busy attorneys and law firms. Whether you're writing your first post or maintaining a constant content pipeline, here are the key concepts to keep in mind.



## 1. Identify your target audiences – you may have more than one!

Ask yourself, "Who am I trying to reach?" then write for those people, not for you, your law school professor, or the search engines. The broader your practice, the more audiences you may have, each with different needs, interests, and motivations.



## 2. Think of a topic that makes your audience say, "Hmmm."

Your blogging objective is to promote your knowledge by educating and informing an audience. Start with the headline - if you can't hook viewers with a compelling opener, they won't take the time to read the rest of your post. Consider offering how-to guides, checklists, avoidable mistakes, and other useful advice.



### 3. IRAC is for law school

You may have earned an A from your first-year torts professor for how thoroughly you briefed cases, but chances are that your next best client won't be interested in a scholarly analysis. Instead of issue, rule, analysis and conclusion, focus on the real pain your audience may experience due to a change in the law, recent appellate decision, or legislative action, and how they can avoid the consequences.



### 4. Write an F-ing great post!

It's been shown that people read in an "F" pattern online – across the top, down the left, and across the middle. After the headline, draw readers in with a gripping first sentence. Use bullet points and supporting paragraphs to generate interest and convey important messages. The internet has changed the way we digest content, so adapt your blog posts accordingly.



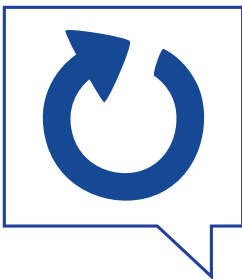
### 5. Pictures help tell your story

All text and no images can make your post dull. Incorporate photos, infographics, and other visuals that are consistent with your topic to break up your text. It's okay to use stock images, just not the boring, typical legal images (no gavels, scales of justice, or law books, please)! Because videos can also be powerful, consider embedding video links from YouTube or Vimeo.



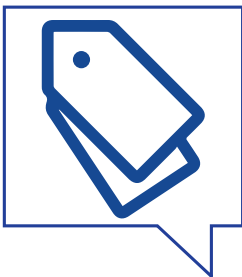
## **6. The right call-to-action tells your audience what they should do**

It's not enough to advise readers about the pain that a legal issue will cause them. You need to also tell them what actions to take. Not every post should end with "call now" or "request a free consultation." Instead, offering practical advice and guidance is an effective way to build your credibility that will make the reader more confident when deciding to contact you.



## **7. Repurpose, reuse, and recycle**

Remember that post you wrote in 2013? It may be just as useful to your audience today as "evergreen" content, requiring only a few tweaks and enhancements. If a change in the law or a new development makes a post inaccurate or less valuable, that's a great opportunity to publish a separate update and add a comment to the original. Review the traffic that prior posts have generated to identify popular topics that should be repeated and other topics worthy of retooling or a different perspective.



## **8. Use categories and tags to help audiences easily navigate and search other posts**

When a post you've written resonates with the reader, he or she may want to see other posts you and your firm have written on related topics. Categorizing your posts generally is helpful, but a more specific identifier or tag makes it easier for visitors to find the information they need, particularly when the content they want is in a different category.



## 9. Play by the rules

What you consider analysis and commentary may also be seen as advertising under the ethics rules in your jurisdiction. Be sure to consult the applicable professional conduct guidelines to determine if you need to add a disclaimer to your blog or website. Also, establish protocols for engaging or responding to readers' comments to guard against inadvertently creating an attorney-client relationship.



## 10. Make a long-term investment

Blogging success comes from a steady stream of regular and relevant content. Publishing only a handful of posts over months or years not only makes readers and potential clients less trusting of you, but hurts the chances of Google favorably ranking your blog in search result listings. And just because the phone doesn't ring immediately after a post hits your blog doesn't mean people aren't reading it. There are numerous success stories of new clients hiring lawyers and law firms after reading blog posts published in the past. Be patient, keep calm, and blog on!

Rain BDM provides a range of marketing and business development consulting services to lawyers and law firms, including comprehensive blog management. We can help you find your voice, identify the ideas and themes your audience wants to read, and leverage your posts across social media and other outlets.

For more information about Rain BDM and what we do, please visit us at [rainbdm.com](http://rainbdm.com), email us at [info@rainbdm.com](mailto:info@rainbdm.com), or give us a call at (855) 790-7246