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Blogging for Lawyers 101: The Basics

July 21, 2011 By [laceystenson](#) [2 Comments](#)



Identify your Audience

One of the best tips we learned came from our friends at [Fuzed Marketing](#) : “**Have a Goal Prior to Starting.**” Sounds obnoxiously straightforward – doesn’t it? It is. But yet it’s commonly overlooked amongst lawyers who blog. We suggest to all our clients, consider *this critical notion* prior to striking the first key and it will make all the difference in the world. We guarantee it.

Are you writing in effort to build customers, fans, product sales, promote an event, etc.? Go back to your marketing strategy. What is your overall goal? Don’t lose sight of that and move forward constructing your blog posts around that objective. This will help you identify your audience, allowing you to craft your blog accordingly; maximizing your efforts.

Each Blog Should Educate and Entertain

Don’t write to simply write an increase in SEO. Your audience will see right thru it and will, understandably so, stop reading your blogs (decreasing your SEO!). Instead, offer value and instigate a response others will want to share. Don’t be fooled, “entertain” does not mean you must post the latest [Justin Bieber crazed YouTube video](#) to your site. Relax. It means you should aim to capture the attention of your audience and seek to create a direct response from the reader of either forwarding it on, writing a piece of it down, and/or

flagging it for another read.

How to Entertain

The best blogs are the blogs that contain a story; a *natural* sounding narrative. It doesn't need to be written by [John Grisham](#) or co-authored by [J.K. Rowling](#). Instead, be real and remain relative. Don't tell a story simply to include a story within your blog. It must add value to the content, and it should be easy to identify with. Stories give something to your audience to hook their memory to. They will be more likely to recall the content of your blog and your company, if they can recall the story.

With every blog intend to include one form of media, (i.e. a video and/or a photo). This will act as a medium for entertainment, and/or a watered down substitute for a story. Just ensure that you are properly crediting the photographer or the original website.

Syndicate, Syndicate, Syndicate

Take some time to learn your audience, just as you have come to know your clients. Find out where they 'hang-out', where they go to read articles, where they gather to exchange commentary, etc. Spend the time syndicating your blog to third-party websites. Syndicating allows you to piggyback on the web-traffic from other popular forums, increasing your SEO. This will also allow you to reach more clients in different ponds.

These are only a few of our suggestions for lawyers and attorneys who want to start blogging. To learn more, read our next post on **Blogging Part 2**. It is imperative that you have a Marketing Strategy in place prior to starting a blogging campaign; otherwise, your efforts will be wasted. Our clients learn to make these critical game-changing decisions in every aspect of law firm management. As a result, they will work less for more revenue.

Review your current marketing strategy. If we can be of assistance in re-Thinking what isn't working, [contact our office](#) today.

(image courtesy: incomechampion.com)

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Comments

1.  [Susan Lavian](#) says:
[July 23, 2011 at 6:26 am](#)

Great tips. Informative and to the point.

[Reply](#)

- o  [laceystenson](#) says:
[July 23, 2011 at 10:34 am](#)

Thank you Susan for the feedback. Truly appreciate your comment. We will be posting Part 2 on Monday. If I can be of any assistance in the interim, please don't hesitate to contact me.

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