

## Write and Get NOTICED!

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### *Promote Your Practice and Your Expertise by Writing Articles*



Clients don't want to hire just any lawyer. **They want to hire someone who has experience and is well known within the industry.** And, there's no better way to raise your profile in a client's eyes by **writing articles** for influential trade journals, magazine, and newspapers.

If you think writing isn't worth your time, consider this:

- **You can get one or more pages devoted to your service WITHOUT paying for the space.**
- **You will gain more credibility as a published author than by paying for sponsored advertisements.**
- **Your firm will get more recognition.**
- **Reprints can make excellent, low-cost marketing material.**
- **One article, alone, can generate dozens of leads for your practice.**

Still not convinced?

The experts say your chances of getting published and seen are high. Really!

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There are more than **6,000 magazine and trade journals** out there and, due to budget cuts and staffing shortages, editors are increasingly **looking for features articles** written by outsiders - especially ones they don't have to pay for.

Editors are also discovering that articles written by **REAL EXPERTS** - like yourself - rather than freelancers, carry more weight with their readers. Yet, editors are leery of articles that come off too technical and detailed. **Your articles should be compelling, easy to read, and valuable to your readers.**

Never forget that editors are trying to **entertain** and **intrigue** as well as keep their readers up to date on the **industry trends**.

So go ahead, it's okay to invest some time in writing. You'll be surprised by the new business and engagements that can be triggered by publishing an article.

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