



Legal Marketing Strategies for your Energy Law Practice

*This law marketing white paper is brought to you by Margaret Grisdela, author of *Courting Your Clients* and president of the national legal marketing agency Legal Expert Connections. This is one of a series of thought leader marketing white papers that can be applied to boutiques, practice groups, or individual attorney marketing plans.*

Energy Law as a Power Source for Law Firm Profitability

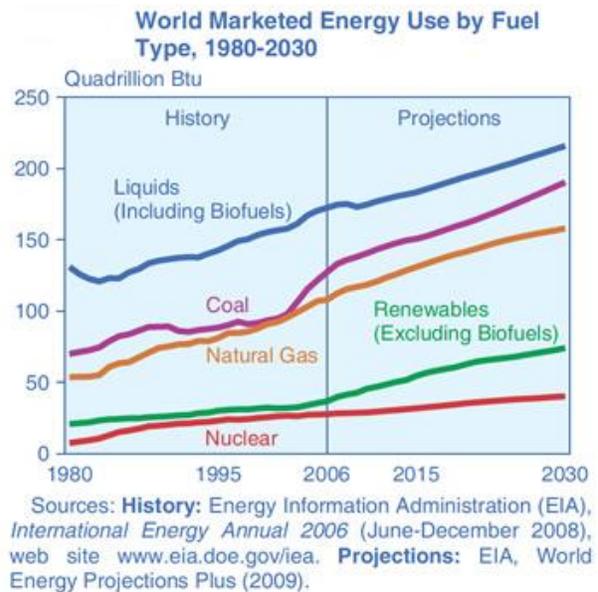
Energy law represents a definite bright spot in an otherwise uncertain outlook for legal services in 2010 and beyond.

The International Energy Agency projects that world energy demand will increase by 40% between 2007 and 2030, as also seen in the accompanying chart.¹

Cleantech Industries Emerging

This dramatic increase in energy consumption will drive the formation of totally new industry segments, including an emphasis on “clean tech” and renewable energy generated from natural resources (i.e., solar, wind, rain, tides, and geothermal heat).

Progressive law firms that take a strategic approach to business development will gain an early competitive advantage.



Energy Law Leverages Existing Practice Areas

The beauty of energy law is that it builds on the practice areas that already exist in many full service law firms, including but not limited to corporate mergers and acquisitions, intellectual property, real estate, litigation, employment, land use, zoning, and more.

Read this white paper for ideas on structuring your attorney marketing plans, with specific suggestions on where to speak, publish, and get press.

Inside this White Paper ...

- Energy market segments (p. 2)
- Publish in energy magazines (p. 3)
- Speak at energy conferences (p. 4)
- Energy associations (p. 5)
- Where to find energy clients (p. 6)
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Energy Law Legal Marketing Strategies: Three Ways to Target Your Market

“Energy Law” is a handy phrase that belies the complexity of this vast industry touching every aspect of the U.S. economy. A first step in building or expanding your energy law practice is to clearly identify your ideal market segments, and the services you want to offer. Here are three possible approaches.

Option 1: Pick your Niche by Energy Type

You can take a vertical approach to energy law by choosing the specific energy type that is best suited to your law practice, based on considerations like your current clients, attorney expertise, geographic location, and other relevant factors. Below is a list of primary energy categories, along with some associated key issues or sub-categories. Also see page 6 for a list of energy categories by NAICS code.

- **Coal:** mining (surface, underground, mountaintop), land management, reclamation
- **Electric:** smart grid, power plants, power marketing, network infrastructure, and carbon capture
- **Natural Gas:** exploration, storage, imports, exports, and pipelines.
- **Nuclear:** safety, security, waste disposal, emissions
- **Petroleum:** crude oil, gasoline, heating oil, diesel, propane, and jet fuel
- **Renewables:** wind, solar, hydropower, geothermal, biomass, and ethanol

Option 2: Focus on Functionality

Cross-industry considerations apply to most energy forms. Examples include production, transportation, safety, regulatory compliance, pricing, emissions control, competition, and disaster planning. All of these activities involve legal services for contracts, employment law, litigation, environmental law and more.

Option 3: Target an Industry

Another approach in formulating your energy practice is from an industry perspective. As an example, the EPA provides “ENERGY STAR Industrial Focuses” to create momentum for energy performance improvements within individual manufacturing sectors.² Current “Industries in Focus” are listed below.

- Cement Manufacturing
- Corn Refining
- Food Processing
- Glass Manufacturing
- Iron and Steel Manufacturing
- Motor Vehicle Manufacturing
- Petrochemical Manufacturing
- Petroleum Refining
- Pharmaceutical Manufacturing
- Pulp & Paper



Other energy-intensive industries of interest might include technology or transportation.

As you can see, picking your niche in the field of energy law involves dozens of options.

Energy Law Legal Marketing Strategies: **Energy-Related Media Outlets**

Getting an article published can be quite prestigious. Plus, you can use article reprints (with permission, of course) to post to your website, send to clients, include in proposals, add to your bio page, and/or use as the basis to gain important speaking engagements. There are literally hundreds of newsletters, magazines, and web portals that focus solely on energy (we know because we have a database that puts them at our fingertips). This is in addition to mainstream media coverage of energy, conservation, infrastructure, the environment, and related topics.

Here is a sampling of leading energy trade publications:

- American Coal Magazine
- American Forests
- Cleantech Magazine
- Coal Age Magazine
- Coal Power Magazine
- Coal USA Magazine
- Disaster Recovery Journal
- E – The Environmental Magazine
- E & P
- Environment & Climate News
- Evergreen
- Gas Daily
- Green American
- Green Car Journal
- Hydro Review
- Green Builder Magazine
- Green Source
- Nuts & Volts
- Offshore
- Oil & Gas Journal
- Pollution Equipment News
- Power Engineering
- Power Magazine
- Public Works
- The Energy Daily
- The Utility Worker
- Waste & Recycling News
- Water & Wastes Digest
- Water World



Tip #1: Think of article placement as a strategic marketing campaign for 2010. Start by setting your goals:

- Identify your audience
- Select the topics you want to cover
- Think in terms of a 4-6 article series, not just one at a time
- Consider an industry co-author for better access to trade pubs

Recognize that each article typically only gets published once; each editor wants exclusive material. Plan accordingly, by targeting the journals, magazines and websites with the best circulation. Look for the “author guidelines” on outlets of interest.

We know dozens of ways to get bylined articles published, and offer article placement services on a pay-for-performance basis.

Energy Law Legal Marketing Strategies: Sampling of 2010 Energy Conferences

NEW! For the first time, the U.S. Energy Information Administration is hosting a major energy conference in partnership with the School of Advanced International Studies at Johns Hopkins University. April 6-7, 2010, Washington, D.C. <http://www.eia.doe.gov/conference/2010/?featureclicked=2&>

Energy Law Conferences

Energy & Mineral Law Foundation Annual Institute
May 9-11, 2010 Amelia Island, Florida, www.emlf.org

Energy Bar Association, Sixty-Fourth Annual Meeting
April 29, 2010, Washington, DC, <http://www.eba-net.org/events.php>

39th ABA Annual Conference on Environmental Law
March 18-21, 2010, Salt Lake City, UT, www.abanet.org/environ/programs/envlaw/2010/home.shtml

Cleantech Forum XXVI
February 24-26, 2010, The Palace Hotel, San Francisco,
<http://cleantech.com/cleantechforum/sanfrancisco10/>

Electric Conferences

Electric Power Conference
May 18-20, 2010, Baltimore, MD, www.electricpowerexpo.com

Edison Electric Institute's Annual Convention
June 13-16, 2010 in Hollywood, FL
<http://www.eei.org/Meetings/AnnualConvention/Pages/default.aspx>

Coal Conferences

112th National Western Mining Conference
Sponsored by the Colorado Mining Association
February 9-10, 2010, Denver, Colorado, www.coloradomining.org.

COAL-GEN 20-TEN
August 10-12, 2010, Pittsburgh, Pennsylvania, <http://community.coal-gen.com>

Nuclear Power Conference

Nuclear Power International (Co-located again with POWER-GEN International)
December 14-16, 2010, Orlando, Florida, <http://www.nuclearpowerinternational.com/index.html>

Natural Gas Conference

American Gas Association Legal Forum
July 11-13, 2010, Lake Geneva, WI, www.aga.org



Tip #2: Plan early to attend the conferences where you are most likely to find your ideal clients.

- Study the attendee list in advance to target your best prospects
- Be ready with your elevator pitch and qualifying questions
- Make as many contacts as possible at meetings and during social events
- Ask prospects if you can contact them after the event

Note: There are dozens of 2010 energy conferences; this list is just a starting point. Call us to discuss your areas of interest.

Energy Law Legal Marketing Strategies: Energy Associations and Resources

Government Energy Agencies

- Energy Efficiency and Renewable Energy Network (DOE EREN), www.eere.energy.gov
- Energy Information Administration (DOE), www.eia.doe.gov
- Environmental Protection Agency, www.epa.gov
- Federal Energy Regulatory Commission, www.ferc.gov
- Fossil Energy Office (DOE), www.fe.doe.gov
- International Atomic Energy Agency, www.iaea.org
- International Energy Association, www.iea.org
- National Renewable Energy Laboratory (DOE), www.nrel.gov
- National Rural Electric Cooperative Association, <http://www.nreca.org/>
- U.S. Department of the Interior, www.doi.gov
- *Check with your state for more energy regulatory agencies*



Energy-Related Associations and Organizations

- American Gas Association, www.aga.org
- American Public Gas Association, www.apga.org
- American Public Power Association, www.appanet.org
- American Wind Energy Association, www.awea.org
- Edison Electric Institute, www.eei.org
- Electric Power Research Institute, <http://my.epri.com/portal/server.pt?>
- Electric Power Supply Association, www.epsa.org
- Electricity Consumers Resource Council, <http://www.elcon.org/>
- Gas Processors Association, www.gasprocessors.com
- Geothermal Energy Association, www.geo-energy.org
- Harvard Electric Policy Group, <http://www.hks.harvard.edu/hepg/>
- Large Public Power Council, www.lppc.org
- Midwest Energy Association, www.midwesternenergy.org
- National Hydropower Association, www.hydro.org
- Northeast Gas Association, www.nega.com
- Nuclear Energy Institute, www.nei.org
- Pew Center on Global Climate Change, www.pewclimate.org/
- Solar Energy Industries Association, www.seia.org
- World Energy Outlook, www.worldenergyoutlook.org/
- *Most states also have state-level energy associations*

Energy Law Associations

- American Bar Association Section of Environment, Energy, and Resources, www.abanet.org/environ/
- Energy & Mineral Law Foundation, www.emlf.org
- Energy Bar Association, www.eba-net.org/events.php
- *Check with your state bar association for other environmental law sections*

NOTE: This is a partial list of energy organizations. We can help you compile a target list that is most relevant to your energy law practice.

Tip #3: Almost every trade association holds an annual conference, regional events, and/or a monthly dinner or lunch meetings. In addition to attending, you may be able to speak or sponsor a program.

Try to become an associate member of the most important organizations related to your energy law practice.

A membership directory is yet another opportunity to draw attention to your firm's energy law practice.

Most associations produce at least one newsletter. Perhaps you can publish an article.

Call us for ideas on maximizing your memberships.

Energy Law Legal Marketing Strategies: Finding the Right Energy Law Clients

Is your law firm struggling to find the best prospects for your energy law practice? Here is a handy (partial) breakdown of the leading energy industry market segments; call us for the complete list of energy-related categories. Once you decide on the energy law categories of interest within your firm, we can help you target specific businesses and compile General Counsel or CEO contacts for business development success.

Tip #4: You can preview a list of companies within an NAICS or SIC code category at www.ZapData.com, a service of D&B. Site registration is free.

Of course, this is just one source of prospecting. Others include advertising, networking through energy industry trade associations, speaking, publishing, etc. Only you can decide the best approach for your law firm.

NAICS Code for Energy-Related Market Segments (Fossil and Renewable)

211111	Crude petroleum and natural gas extraction
213111	Drilling oil and gas wells
221112	Fossil fuel electric power generation
221113	Nuclear electric power generation
221119	Other electric power generation
221121	Electric bulk power transmission and control
221122	Electric power distribution
221210	Natural gas distribution
424710	Petroleum bulk stations and terminals
424720	Petroleum and petroleum products merchant wholesalers (except bulk stations and terminals)
447110	Gasoline stations with convenience stores
447190	Other gasoline stations
454311	Heating oil dealers
454312	Liquefied petroleum gas (bottled gas) dealers
454319	Other fuel dealers
486110	Pipeline transportation of crude oil

Note: Above is a partial list. Call us for more energy categories, or establishment data within a sector.

Tip #5: The SEC's EDGAR database is searchable by SIC code, as well as state, company name, and even full-text. It's a great resource to keep your library of precedent filings current. To access the database, visit <http://www.sec.gov/edgar/searchedgar/companysearch.html>.

Footnotes

1. International Energy Association, *World Energy Outlook* (http://www.worldenergyoutlook.org/docs/weo2009/fact_sheets_WEO_2009.pdf)
2. EPA "Industries in Focus," www.energystar.gov/index.cfm?c=in_focus.bus_industries_focus

Energy Law Legal Marketing Strategies: **Courtesy of Legal Expert Connections, Inc.**

Legal Expert Connections is a national legal marketing agency serving attorneys and experts. Your business development is our #1 priority, and expert promotion is our core competency. We concentrate in the area of thought leader campaigns and knowledge-based marketing to increase your visibility as an expert in your field; this white paper is one example.

We are available to arrange speaking engagements, place by-lined articles, or seek press coverage on a pay-for-performance basis (see our site www.PayForPerformancePR.com). Other services include Internet marketing, “Rainmaking in 90 Days” consultations, and strategic legal marketing plans.

Legal Expert Connections, Inc.

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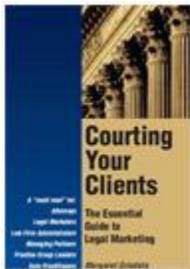
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