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Can a Short Blog Make A Big Difference in Law Firm Revenue?

July 2, 2011 By [laceystenson](#) [Leave a Comment](#)

In today's law firm industry, everyone is blogging. Are you? More importantly, as a small law firm without a Marketing Department *should you be*? The answer is yes. Let me say it again, **yes...if done correctly it is a game-changing decision with little to no cost.**

You don't need a marketing department and you don't need expensive software.

Blogging provides a wider forum for law firms to communicate with both retained clients and potential clients, distinct from the company website. Blogging allows for a more casual conversation with greater client interaction.

[Jordan Furlough](#) says it this way, "*Blogs are the perfect vehicle of modern lawyer branding. If every lawyer in the country started a blog, each would be as unique as that lawyer's fingerprint. An individual lawyer can, through their blog, show themselves to be, yes, smart, expert and thoughtful, but even more importantly, memorable, personal, unique — all the things to which people are attracted, and precisely those things that a law firm cannot be. Firms are things; lawyers are people — and clients prefer people.*"

I love that. Clients prefer people and blogging has the opportunity to showcase the people within your law firm. If you've followed our suggestions regarding HR recruiting and hiring policies, then there is no doubt you have a remarkable team to highlight.

Lawyers can use blogs to answer common questions asked by clients, and then direct new & potential clients back to that blog respectively. Are you catching the benefit here of time management? (wink wink)

Other simple ways to use blogging:

- Communicate new law that may affect your clients
- Highlight recent cases of the law firm
- Address a specific area of law and become a recognized expert

- Recognize a new team leader
- Showcase an employee of the month
- Brag about your company's recent awards & recognition
- Recognize your efforts in the community

The benefits of blogging are endless and will have a direct impact on your revenue. We promise – if you stay consistent in publishing, you'll be sure to climb that SEO tree in no time– reaching more potential clients with little effort.

Blogs can be forwarded with a click of a button. Remember when your mom would send you newspaper clippings from your hometown newspaper because *she* thought you'd find it interesting?!? Blogging is of the same concept. Your blog can be forwarded from one person to another. Make it interesting and it will spread like wildfire.

Blogs aren't novels – they are short and concise. 250-500 words is plenty.

If you stay relevant and consistent, you will see the benefit almost immediately.

For more tips on how social media, blogging, and online marking can increase your revenue visit www.rethinklawfirmconsulting.com. Our staff is available to assess how beneficial a blog can be to *your* practice and how to get started. O: (858) 430-6016 E: ContactUs@rethinklawfirmconsulting.com.

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