

## Writing as a Marketing Tool

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### *Turn Article Writing into a Marketing Opportunity*



WRITING can be a great marketing tool.

But lawyers either love it or loathe it.

If you are one of those people who likes to write - the **payoff** from your hard work could be huge!

According to Sara Holtz, author of *Bringin' in the Rain* - writing gives **YOU** the opportunity to **brand and market yourself** within the legal field.

How?

It's simple really - ***WRITING GIVES YOU A CHANCE TO FOCUS ON YOUR TARGET CLIENTS AND REFERRAL SOURCES!***

Holtz offers these **8 tips** for lawyers who want to turn their articles into marketing opportunities:

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**(1) Write for your target market to position yourself as an expert and raise your visibility.**

Business journals and trade publications are generally much better marketing venues than legal newspapers or bar journals.

**(2) Write on topics of interest to your IDEAL CLIENTS.**

Too often, lawyers write about matters that they find interesting but have no appeal to their clients and prospects. Take a moment to ask clients and potential clients what concerns them most - then write about it.

**(3) Write about YOUR AREA OF SPECIALTY.**

Ask yourself if you want to be known for the topic you're writing about. Articles should be relevant to your field of practice.

**(4) Solicit FEEDBACK before you publish.**

You may want to send your article to several people for comments before publication. In addition to their important feedback, those people will also feel valued that you sought their input.

**(5) Send the article directly to those you want to see it.**

Don't assume that people you would like to read your article will actually see it. Send it to them directly with a note explaining why you think it will interest them. You are building **CREDIBILITY AND GIVING VALUE.**

**(6) Include your contact information.**

Make it easy for people to contact you by including within the article your name, address, email, phone number, and firm Web site .

**(7) Consider self-publishing.**

You can convert your article into a white paper and send it to your target list. This approach will save you the hassle and delay of dealing with decision-makers at a publication - and it may reap you the same benefits.

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## **(8) Leverage the article!**

Ask yourself... where else can your article be published? Could it be modified to make it relevant to another audience? Can it appear on your firm's Web site? Publishing opportunities are endless - especially on the internet.

Article writing can be difficult, time-consuming work - so make sure it counts!

You want your **TARGET MARKET to recognize your name and see you as an expert in your field**. An interesting, well-written article that is relevant to those prospects is one way to achieve that goal.

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