

Our friends at [Fuzed Marketing](#) have convinced us that linking your blog to another blog can be highly beneficial. By hyper-linking keywords, authors, websites, blog posts, etc. you can connect your blog to another. Often this will attract *their* readers to engage in your blog via a common interest. In addition, this allows you as a blog author to engage with another blogging colleague (potentially another attorney or law firm) creating the early foundation for attorney referrals and attorney referral fees. If you use a web traffic tool, (as suggested above), you will start to see some response shout-outs from other blogs. If you are not using a webs traffic tool, then simply sign up for [Google Alerts](#) and receive an email in your inbox every time your key words are published online. This is a great way to monitor what is being said online about *your* company.

Use a Guest Blogger

Generally, lawyers and attorneys make the mistake of only using guest bloggers as a stand-in when they are away on vacation. Though it is a logical and beneficial reason, guest bloggers can offer a number of additional benefits *outside* of that substitution. There are several classifications of guest bloggers. There are the typical Influence Guest Bloggers who have an established expertise; such as an internet celebrity within your field. These ‘Influencers’ can be used to promote your blog for you to *their* readers. They can link communities and bring great exposure to your site. They might have thousands of social media fans following their every move.

But here is what most lawyers and attorneys are missing. Your guest blogger doesn’t have to be another attorney, legal field expert, etc. **If you are a current client of ours or are currently using reThink’s Recruiting and Hiring Procedure suggestions – then you have one incredible team of paralegals, support staff, and attorneys.** Ask one of your remarkable employees to be a guest blogger. Turning the pen over to one of your awesome paralegals might prove to be a hidden resource. We are betting your blogging audience will value their insight and will demand more from this gem of an author. Remember, guest bloggers don’t have to be experienced bloggers (sure, it helps) but the only necessity is that they can offer influence and insight to your blog.

Practicing these additional blogging tips will enhance the content of your blog and increase the number of your recurring readers. Stay consistent in publishing and stay relative to your niche. [Blogging as an attorney has many benefits. It’s time you starting reaping them.](#)

If you would like to be a guest blogger on *our* blog, [please contact our office](#) for further information.

(photo courtesy: tumblr.com)

Filed Under: [Business Development](#), [Marketing and Advertising](#) Tagged With: [blogging](#), [business development](#), [Client Service](#), [increase revenue](#), [marketing](#), [SEO](#), [Social Media](#), [time management](#)

Comments



1. [Andy Phil](#) says:
[July 26, 2011 at 3:54 am](#)

More Secrets is really an impressive post. You did a good job. Before read your concept I didn’t know this about more secrets. After reading your post I checked it. It does really secrete. Nice work. Thanks dude 😊

[Reply](#)



o laceystenson says:

[July 26, 2011 at 8:19 am](#)

Andy, thank you for the kind words. I am glad you found our two part series beneficial. If there is a specific topic you want to learn more about, please don't hesitate to send your suggestions to: Contactus@rethinklawfirmconsulting.com. We are always looking for new relative content. We also have a FREE Webinar coming up on August 9th, perhaps you may also benefit from attending. Here's the registration link: <https://www3.gotomeeting.com/register/466144830>. Again, we truly appreciate your support. Thanks for following us.

[Reply](#)

Speak Your Mind

Name *

Email *

Website

Notify me of followup comments via e-mail

Sign up for our e-mail newsletter

First Name:

Last Name:

Email:

Our Latest Tweets

- Are You Ready To Become A Paperless [#lawfirm](#)? Free Webinar: Register here: <http://t.co/183lgsH> ([#lawyer](#), [#attorney](#), [#legal](#), [#paralegal](#)) [about 4 hours ago](#)
- Excited that so many [#lawyers](#) and [#attorneys](#) are registering for this FREE Webinar on Becoming Paperless: <http://t.co/183lgsH> [about 19 hours ago](#)
- Free Webinar: Register now! Are You Ready to Become a [#paperless #lawfirm](#)? <http://t.co/183lgsH>

[\(#lawyers, #attorneys, #paralegals\)](#) [about 1 day ago](#)

Copyright © 2011 reTHINK Law Firm Consulting

[Return to top of page](#)

Site designed by [Petersen Media Group, LLC](#)

To find out how reThink Law Firm Consulting can grow your business [CONTACT US](#)