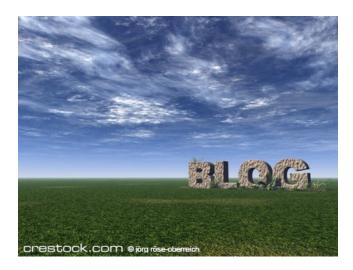


# 5 Tips for a Successful Legal Blog

Posted by Martha Newman, J.D., PCC, TopLawyerCoach, LLC • June 30, 2010 • Printer-friendly



# Blogging Demands Creativity and Consistency.

Have you launched a **law blog** yet?

If not, then it's time to join the fray.

According to the ABA Journal, there are more than 3,000 blogs out there in cyberspace. Some are good enough for a mention in the <u>ABA Blawg 100</u>, others are not.

If you're struggling with your own **legal blog**, consider this: just like traditional legal writing, blogging demands creativity and consistency.

Here are five tips for a successful legal blog.

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#### 1. Be realistic.

Generally, bloggers start out with high hopes of generating a lot of new business. But the truth is, it takes hard work to make a blog stand out among thousands. Getting new business and promoting a practice may not be the best reasons to start.

Lawyers should blog because they want to do it. **Blog to write!** Think about it. Spending 10 minutes writing a blog post about a recent case may be quite pleasant - even therapeutic - after spending hours on a brief or contract.

#### 2. Be consistent.

Once the blog is launched, lawyers need to **post REGULARLY** - almost daily! Consistent posting will help bloggers develop a following. When a blog goes idle, it slips from readers' mind almost overnight.

## 3. Pinpoint your target audience.

Legal bloggers tend to gear their content to specific reader groups. They identify these groups by tuning into their reader comments and analyzing their site traffic. **Comments** and **inbound links** generally reflect a blog's audience, giving the author a sense of who is reading the posts.

Keep in mind that once the blog has a following, many readers will syndicate the blog posts -- receive them by e-mail -- rather than visit the site. **Consistent posting keeps syndicated readers interested**, preventing them from unsubscribing from the syndication feed.

Learn how to review the site's statistics: hits, page views, syndication reads and so on. This information shows the size of the audience and the **most popular posts** on the blog. The author can use this information to tailor future posts to match readers' interests.

### 4. Advertise.

Get the name of the blog out there. If your firm or company allows you to do so, put a link to your blog on its main Web site. Find blogs on similar topics or blogs by colleagues and acquaintances, then **offer to exchange links**. Embed a link to the blog in the signature block of e-mail messages.

# 5. Be personable.

Blog posts should be **easy to read** and **personable**. Legal blog writers should ditch their traditional lawyer voice for an informal one. Keep sentences and paragraphs short, and consider

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writing in the first person. And do not use typical legal phrases like "pursuant to" or "whereas." A blog should show the personality of the lawyer - so, it's also okay to be funny.

Just like any social media marketing campaign, **blogging success won't happen overnight**. It takes hard work and diligence to make a blog connect with readers.

And remember, blogging should be a pleasure - not a pain.

A happy blogger is a successful blogger!

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