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Paula Black has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit paulablacklegalmarketing.com.

Writing A Book: 6 Things Lawyers Need to Remember

Writing a book is one of the quickest ways to gain credibility in your field and establish yourself as an expert. We have been schooled to respect books and their authors and though it takes time and effort, the effect on your credibility (and bragging rights) is phenomenal. I know there is a book in YOU. The question is...what book is it?

First, think about your audience. What do they want to know? What can you teach them? The key is write a book with your reader in mind. Be clear and concise, speak from what you know and tone down the legalese. Remember that it's a book, not a brief.

Second, it's safe to assume your readers have very little time, so keep it short.

Cover what you need to cover but keep your eye on length. You don't want your audience to put it on a shelf to read it someday, you want them to read it today.

Third, never forget that your book is going to speak for you in your absence as the ultimate representation of your personal brand. That means sticking close to the ideas and advice you have already established in other aspects of your legal marketing. In fact, past articles and speeches make for a good place to start when outlining the contents of the book.

Fourth, remember that publishing a book will cost you. It needs to be thought of, however, as a marketing and business development expense. In fact, the money spent will be replenished with the first few clients the book brings in. Consider it an investment in your future.

Next, commit to a writing schedule. It may sound strange, but without a plan there is no book. Schedule regular writing or dictation sessions and stick to them. For those who need a bit of help consider an online dictation service or ghostwriter. Most dictation services can send you a transcript within 24 hours for as little as \$.01 per word. Another option is to work with a professional writer. Depending on your needs they can aid in creating an outline to get your started or work even closer to craft your ideas into words.

Finally, find a respected publisher. Forget quick printers like Kinko's and the like, this type of printing needs to be handled by a mid-to-large sized printing company. Speak with local printers to get an idea of cost or look to online "on-demand" printers for cheaper options.