

Yes, Clients Read Lawyer Blogs

By Larry Bodine, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



Blogs have gone from something that is novel to something that's very mainstream. At the start of 2011 there were 5,766 lawyer blogs in 75 subcategories, according to Blawgsearch.com. The question I get a lot from attorneys is "What's the point of doing a blog? Does anybody read these?" The answer is yes. Clients read them and so do business sources.

Middle-aged people, who run businesses, law firms and consulting firms, are reading blogs more than ever. "While the younger generation is losing interest in blogging, people approaching middle age and older are sticking with it. Among 34-to-45-year-olds who use the Internet, the percentage who blog increased six points, to 16 percent, in 2010 from two years earlier, the Pew survey found. Blogging by 46-to-55-year-olds increased five percentage points, to 11 percent, while blogging among 65-to-73-year-olds rose two percentage points, to 8 percent," according to the *New York Times* at <http://nyti.ms/e0yEDr>.

Furthermore, traffic to blogging platforms like Blogger rose 9% in December 2010 to 323 million unique visitors globally. Wordpress, "mostly for serious bloggers, not the younger novices who are defecting to social networking," has seen no decline in traffic.

I can attest that traffic to the LawMarketing Blog is at an all-time high. Since it was launched in 2003, some 700,000 visitors have arrived to read approximately 1,400 posts.

A good example is the Patently-O blog at <http://www.patentlyo.com>. It's written by attorney Dennis Crouch. He looks like he's a youngster but he's actually in his 30s and is a law professor. (Don't you wish that you looked that young?)



Dennis Crouch

Just to show you how successful his blog is, he started this in 2004 when he was a first-year associate. He really liked all of these engineering drawings that were produced as part of a patent submission, and he and his colleagues write in his blog about patent applications and patents that were being awarded.

His blog gets 75,000 unique visitors per week – in other words, 300,000 visitors per month. He gets a veritable ocean of traffic through this site. He also lets visitors subscribe by email, so you don't even need to go to his site; you'll just get an email about the latest posting. And he has 15,000 subscribers.

I asked him the \$64,000 question: "Have you ever gotten any business from your blog?" He said, "Absolutely." Within the first year, even as a first-year associate, he had executives calling from Fortune 100 companies saying that they had patent litigation and patents to be prosecuted, and could he help them? The most dramatic result was finding that lawyers from other parts of the country whom he had never even seen, much less met, were referring him business. They would say, "Dennis, I have a patent prosecution here. It's not an area that I handle, so I'm sending it to you. The reason I'm sending it to you is because you have this blog and you are clearly an authority in the field."

That's what a blog can do for you. If you have an area of practice at your firm that generates high-margin business, and it's an area that you can narrow down to an industry or a line of business in which many of your clients are, I heartily encourage you to start a blog. You can go to Wordpress.com, download Wordpress 3.1, install it in five minutes, and start your own blog.

If your firm has not started a blog, now is the time to do so. Pick an area that generates high fees for you, and that's what you should be blogging about.

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.