



Share your knowledge. Promote your work.

It's no secret that the most successful lawyers and law firms engage in strategic self-promotion to attract clients. But professional marketing and self-promotion do not always come naturally to lawyers. In "Awaken the Marketer in You," an article published in the May 2007 issue of the American Bar Association's Law Practice Marketing Section's "Law Practice Today," author Ned Steele reminds lawyers that knowledge sharing is the best way to promote themselves and their firms. Mr. Steele coins the term "expertise marketing" to describe innovative ways for lawyers—solos and small firm practitioners as well as those in the blue chip firms—to showcase and leverage their deep expertise and knowledge base, and in so doing, to promote their practices effectively.

But you don't have to have a PR agent or a highly-paid marketing department to get the word out about your legal expertise. Rather, you can take inexpensive steps to market your expertise through existing channels.

One of the most expedient ways in which to make your name synonymous with a particular practice area is to develop your professional visibility at MCLE. The work product that you volunteer bears the imprint of expertise that is attractive to potential clients. MCLE offers the following ten tips and strategies as suggestions whereby to maximize the impact of your CLE work product and to leverage and promote yourself and your firm.

1 Showcase your MCLE projects on your professional C.V. or firm bio

If you have written a chapter or article for an MCLE publication, consider including a cite, identifying the title of the piece you wrote and the publication in which it appears. If a scope note appears with your written materials, consider using it as an abstract in

your curriculum vitae or firm bio.

Participation on a panel or as a chair of a live MCLE program or an online webcast are likewise worthy items to showcase on your C.V. Contact MCLE's staff if you have questions concerning copyright information or citation.

2 Recast your MCLE oral presentation for internal and external communications

Often, lawyers generate PowerPoints® to augment their oral presentations at MCLE. PowerPoint® slides are easily transferable to an online environment, such as a law firm website or a blog. Often, audio transcripts of presentations are produced and archived by MCLE as digitized audio files. These too can be unique features of your website. Consider creating a written presentation based on your oral address during a program. You can repurpose that material for client development meetings, trainings, new lawyer recruitment, law firm presentations and professional meetings in your field of expertise. MCLE's publications staff is ready to assist you regarding how to provide attribution to the original source of your presentation.

3 Extend the reach of your MCLE written materials

If you drafted an article or chapter for inclusion in an MCLE publication, this material may take on a new life; either internally as training materials for new lawyers in your firm, or externally, as the content for your firm's print or online client newsletter. Your written materials are a powerful vehicle to demonstrate your expertise to clients. Consider submitting your work to trade journals that your potential clients read, news media and legal publications.

Ten tips and strategies for extending the reach of your MCLE work product

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4 Repurpose client newsletters, alerts and other external communications for MCLE

If it already is part of your law practice strategy to prepare law firm research memoranda, law alerts or articles for client newsletters or legal publications, consider extending their reach beyond your immediate client base or community. Reprinting or adapting your written work for inclusion in MCLE publications not only is a commendable volunteer gesture; it's also a way to maximize the impact of your research and practical knowledge—perhaps far beyond your immediate professional circles. MCLE will handle the formalities of requesting reprint permission from any publishers who have previously printed your work product. And, by reprinting extracts of your work from other publications, you are marketing their original source.

5 Get more mileage out of your forms file—Share it with MCLE

Many of MCLE's forms had their first use in our volunteers' case files. Sample complaints, documents for business transactions, due diligence checklists, and memoranda are just some examples of the rich content our volunteers share. Why not help lawyers just starting out by offering best practices for their forms drafting?

6 Publicize your MCLE speaking engagements

Events promotion is a tried-and-true method in the marketing industry. It adds energy to your communications—whether they are sent via targeted direct mail, email, press release, or posted on your website or blog. Share MCLE's brochures, catalogues, and email blasts with your law firm marketing director, professional development director, or managing partner to ensure that the entire law firm is aware of your upcoming MCLE engagement. Get the word out to your clients, colleagues, and friends with a quick "I thought you might be interested in this..." message that keeps you and your law firm relevant in their minds while also underscoring your personal touch. Also, remember that many publishers search for timely and informative content on a weekly or monthly basis: Try sending out announcements to law-related news media or to trade media that your clients are likely to peruse, such as real estate, insurance, estate planning, or financial publications.

7 Distribute multiple copies of your publication to clients—or, place them strategically in your firm's meeting spaces

A publication with your name on the spine—or the inclusion of your name as a volunteer in MCLE's Annual Report—speaks volumes. It says your expertise is considerable; that you have a strong commitment to helping to "raise the bar";

that you're connected to your community; and that you're a prominent and contributing member of the Massachusetts bar. Consider the impact of sending a complimentary copy of your publication to a client for his or her own library. And do not underestimate the "viral" (to use a marketing term) impact of having your published work shared between your client and his or her associates, colleagues and friends who may think of you when it's time to retain counsel. Contact MCLE's customer service department to discuss options for purchasing your publication in bulk and at cost. In addition, MCLE's Annual Report lists all active volunteers by name and firm affiliation. Display a copy of the Annual Report prominently in your office and in your law firm's reception area or meeting space.

8 Keep your C.V. current and prominent on MCLE's website

MCLE's new redesigned website has an improved search engine and features the biographical sketches of all its active volunteers. The full text of your biography is searchable in this medium. On an ongoing basis, submit updates to your "bio" to MCLE's publications department. Print out your bio to send to news media, publishers and other channels when you send them your work product for publication. It's a professional way to keep your name in circulation in the legal community, as well. MCLE's new website features links from your name to your law firm's website wherever your name or your firm's name appears. Be sure to send your law firm's web address to MCLE's customer service or publications department, so that we can link to your firm's website.

9 Recruit others in your firm to volunteer for MCLE

Encourage your partners and associates to get involved with the many CLE training opportunities that MCLE offers each year—be it a speaking engagement on a panel, a conference breakout session, or a chapter or article writing assignment. Teaching or writing for MCLE not only develops visibility—it also increases a lawyer's public speaking skills, which can be invaluable for client development.

10 Use your guest pass for professional development or client development

When you speak on an MCLE panel, you are entitled to a guest pass, and this pass can be a nice "perk" for an associate in your firm. Take advantage of MCLE's own considerable prestige in the community; perhaps by using your guest pass to invite a client to hear you present in your area of expertise. It's a personal gesture that can impress a client while setting you apart from others in your field.

MCLE

Keep raising the bar.®

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