Blogging : Greater Returns With Less Effort

- Your ideas?
- Leverage blog offline
  - Clients
  - Prospective clients
- Repurposing your content
  - Letters/emails
  - Briefs/Memorandums
  - Conference presentations
  - Conference notes
  - Social media engagement
    - Blog comments
    - Forum discussions/answers
  - Guides
  - Answers to client questions
- Engaging target audience
  - Go on offensive
  - Reference and engage
- Share what you hear
  - RLHB
  - Cut and mail
- How to Listen
  - Reader
    - Sources
    - Subjects
  - Twitter
    - To who?
    - How to find them?
    - How to listen?
- Usual starting point
  - Frequency?
  - Group
  - Ghost or associate?
  - Editorial calendar
- Developing a passion for blogging
  - Love area of law / Industry or Consumer Group
  - Examples
    - Fashion Law Blog
    - Equine Law Blog
    - Jim Walker
    - Robin Shea
    - Steven Berk
  - Getting the love
- Identifying target audience
  - Why it's so important?
  - Not just clients/prospective clients
- Listening to target audience

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