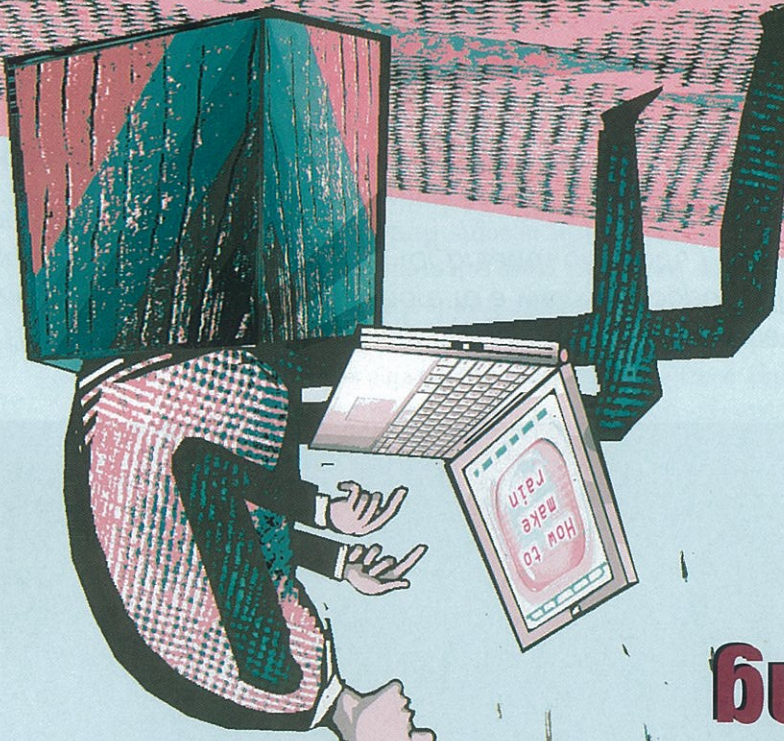


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# Electronic Rainmaking

# GP SOLO

GENERAL PRACTICE, SOLO & SMALL FIRM DIVISION



By Kevin O'Keefe and Wells H. Anderson

# Start a Blog to Grow Your Practice

**Blogs enhance your reputation as a reliable and trusted authority.**

ily law practice by blogging? How might the lawyer go about that? O'Keefe: Some lawyers in this country get all the work for their family law practices from their blogs. And their practices are growing. They have eliminated their yellow pages, they have eliminated their websites, and they do not do anything other than have a blog. Their work is coming directly from people who need a skilled, caring, compassionate family lawyer. And these people are finding that lawyer by doing searches on the Internet and finding the lawyer's blog. On the lawyer's blog they are also finding information that looks as nice if not nicer than what is on the lawyer's website.

What you want to be able to say is: "I am only three years out of law school but I want to be the best-known and the most well respected family lawyer in my community inside of three to five years." There is no reason you cannot do that with the tools that you have at your disposal so long as you are passionate about the subject and you really want to make a difference. You will get more work than you can handle.

**Blogging Pitfalls**

O'Keefe: I think the biggest thing is to know what you are doing. People are going to find and read your blog. They will search for and monitor particular words and phrases and see what you are writing on that subject. So if you produce something lame, people will come to it and you will look half-baked. If you are not presenting yourself well and you do not know what you are doing, that is an issue.

Another thing you do not want to do is spend an inordinate amount of time on a blog. I see lawyers spending a lot of time on their blogs, but if they are not doing it right, they are probably not going to get any work from them.

**H**ow can writing a blog, or "blawg," really grow your practice? Would it be ignored, lost in the morass of the Internet? Would it take more time than it is worth? In this interview, Kevin O'Keefe answers these questions and more about the value of blogs for growing your client base and what makes O'Keefe should know. He is president of LexBlog (www.lexblog.com), a provider of marketing blog resources to professional firms, and is recognized as a national expert on the use of blogs for marketing, communications, and public relations. O'Keefe talked with Wells H. Anderson, a consultant to lawyers interested in making better use of software for running and marketing their practices. The interview that follows speaks to both blog skeptics and enthusiasts.

**Does a Lawyer Blog Pay Off?**

Anderson: Which practice areas do you think may be best for lawyer blogs?

O'Keefe: That is a good question. There is not one area or another area that is going to be better for a blog. Blogs at their essence enhance your reputation as a reliable and trusted authority and allow you to network both with prospective clients and with those people who influence prospective clients. I do not think there is any particular practice area where you could say this is not a good way to enhance your reputation or network to grow your business.

Anderson: To be specific, consider family law. Do you think a solo or small firm lawyer could increase the size of a fam-

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