Finding your blogging voice
Goal of a blog?
Email newsletter/alert distribution?
Enhance reputation as authority?
Conversational
Dinner conversation
Not talking at people
Sharing what you've seen
What your blog is not
Definitive resource
Place people come
All about content
Cater to your audience
ID Target audience
Clients
Prospective clients
Referral sources
Influencers
Technical (lawyer to lawyer) vs lay people
Show personality
Tell anecdotes
Tell stories
Have fun
Stay on point and be focused
Develop your own style
Read good blogs
Read good columns
Experiment
Some will be capped by firm

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