

LEXBLOG

Speaking to Your Audience : Engagement

Identify your audience

Client development

- Clients
- Prospective clients
- Referral sources
- Influencers
 - Bloggers
 - Reporters
 - Association leaders
 - Publishers
 - Conference Coordinators

Professional development

Peers & Mentors

Key principles

- Listening
- Adding value
- Establish trust
- Enter into ongoing conversations

Gather issues from encounters

- Questions/Concerns from Clients & Prospective Clients
- Conferences & networking events

Engage with thought leaders

- RSS Reader is your ears
- Share what you like to read

How does topic apply to them?

- Law
- Issue
- Event
- Reporting may not be enough
 - Cover it all?
 - Do you want to be THE resource?

Examples

CT Employment Law Blog

- Addresses very real concern employers will likely face
- Title is abundantly clear in what the post is about.
- Very clear how-to on drafting a policy
- Well formatted and very readable/scannable

China Law Blog

- Clear simple language to start with, smooth lead-in, does not start with a case name.
- Basic guide/how-to, post is about issue at hand, the end results, not the cases
- Clear and easy to read formatting, broken up into a series.

Chronicle of Data Protection

- Takes a major news story and apply it to his audience
- Anticipating questions and even raising issues that may not have been thought of previously
- Well researched post, brings in a lot of outside information

New York Divorce Report

- Not the most complex of posts, but still accomplishes its goal
- Short and to the point, clearly lays out advice for married couples going through a divorce
- Style that's easy to understand

New Jersey Estate Planning & Elder Law

- Guest post
- References a very specific issue and question
- Titled well: answer in title. Leaving it at the question wouldn't be clear enough in what the post is going to discuss.

Georgia Criminal Appellate Law Blog

- Audience isn't just potential clients, it's other attorneys as well. Aiding other attorneys can enhance reputation.
- Good job getting outside standard posts for law blogs.
- Post picked up by Presentation Zen and widely shared on Twitter