Client Alerts: Teaching Students to Market Their Future Legal Practices Through Client Advisories and Legal Blogs

Amy Levin,
Pepperdine University School of Law
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2008-2013 National Summary Reports
http://www.nalp.org/research
Client Advisories and Blogs: Writing Tool

• Good transition from objective to persuasive writing

• Forces students to synthesize and understand complicated legal topics and write about them in plain English

• Helps students think about developing their strengths and possible specialties

• Requires students to think about their audience—clients, public, etc.
1. Write to your audience

✓ Other lawyers?
✓ Legal Academics?
✓ Potential clients?
✓ The general public?
2. Know your purpose and theme

✓ Educating
✓ Networking
✓ Marketing
✓ Hybrid
3. Format your posts for maximum search engine optimization

- Short posts
- Keywords in titles
- Lists (e.g., “Top Ten”)
- Click-throughs
- Trackbacks
4. Avoid Pitfalls

- Plagiarism
- Copyright Infringement
- Ethical issues
  - Confidentiality
  - Civility
  - State bar marketing guidelines
Example of a Disclaimer:

ATTORNEY ADVERTISING. Results depend upon a variety of factors unique to each matter. Prior results do not guarantee or predict a similar result in any future matter undertaken by the lawyer.
Building games for girls to inspire future engineers

At GoldieBlox, our goal is to get girls building. We’re here to help level the playing field in every sense of the phrase. By tapping into girls’ strong verbal skills, our story + construction set bolsters confidence in spatial skills while giving young inventors the tools they need to build and create amazing things.

In a world where men largely outnumber women in science, technology, engineering and math…and girls lose interest in these subjects as early as age 8, GoldieBlox is determined to change the equation. Construction toys develop an early interest in these subjects, but for over a hundred years, they’ve been considered "boys' toys". By designing a construction toy from the female perspective, we aim to disrupt the pink aisle and inspire the future generation of female engineers.

We believe there are a million girls out there who are engineers. They just might not know it yet. We think GoldieBlox can show them the way.
Client Advisories and Blogs: Marketing Tool

• Increase exposure to potential clients
• Enhance reputation of firm/attorneys
• Help attorneys stay in touch with existing clients
• Provide valuable information to clients and the public
• Provide a good opportunity to be part of or to create a network of peers in legal practice—generate professional contacts
2014 ABA Legal Technology Survey Report

- 24% of law firms overall maintain a legal blog
- 39% of attorneys say that blogging has led to clients or referrals
2014 ABA Legal Technology Survey Report

- 86% of law firms have a website
- 62% of top information on law firms’ websites includes articles and presentations
- 54% of top information on law firms’ websites includes press releases
Networking

Friday, October 25, 2013

**New England Law Faculty Face 8-Course Teaching Loads, Mandatory Office Presence (M-F, 9-5) Unless 35% Accept Buyouts**

By Paul Caron

Following up on my previous post, *Boston Globe*: New England Law Dean's $867,000 Salary Draws Scrutiny Amidst Soaring Tuition, Bleak Job Prospects for Grads: a source close to New England Law | Boston reports:
Marketing

We are business lawyers representing companies around the world. Understanding our clients and their needs drives everything we do.

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**Featured Blogs**

- **Sports Media and Entertainment Online** delivers topical updates and analysis on sport, media and entertainment industries from across the globe.

- **The Labor Dish** is a blog about legal issues important to US employers.

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**Blog Index**

- **Advocatus** is DLA Piper's first Hungarian language only blog, offering companies timely legal perspectives on cutting edge issues in a number of areas of law.

- **All In** provides resources for the gambling industry.
Marketing

BNA INSIGHTS: Protecting Privilege Without Breaking the Bank

Attorneys concerned with the escalating costs of eDiscovery should familiarize themselves with Fed. R. Civ. P. 502, which addresses limitations on subject matter waiver and the availability of nonwaiver orders, Crowell & Moring attorney David D. Cross says. He also says that using metadata in electronic files to create privilege logs and technology-assisted review tools to capture privileged documents can help reduce the costs. ... More »

--United States Law Week (Bloomberg BNA)
Protecting Privilege Without Breaking the Bank

Civil Procedure

Discovery

For attorneys concerned with the escalating costs of eDiscovery, Crowell & Moring attorney David D. Cross suggests in this BNA Insight that they familiarize themselves with Fed. R. Civ. P. 502, which addresses limitations on subject matter waiver and the availability of nonwaiver orders. He also says that using metadata in electronic files to create privilege logs and technology-assisted review tools to capture privileged documents can help reduce the costs.

By David D. Cross

Based in Crowell & Moring’s Washington, D.C. office, David D. Cross is a partner in the Antitrust and Litigation groups and co-chair of the E-Discovery & Information Management Group.

Privilege issues continue to drive escalating eDiscovery costs in complex litigation and no doubt will for the foreseeable future. But litigants, with help from Congress and the courts, are finding effective ways to manage and even reduce these costs.
Which client advisory did you like the most?

1. Gibson Dunn
2. Davis & Gilbert LLP
3. McDermott Will & Emery
Why? (Pick all that apply.)

1. Easiest to understand  0%
2. Most effective marketing  0%
3. Layout  0%
4. Organization  0%
5. Conveys expertise the best  0%
6. Clearest writing  0%
7. Other  0%
How likely do you think it is that you will use social media in your future law practice?

1. Very likely.
2. Likely.
3. Unlikely.
4. Highly unlikely.