



Broadcast Your Legal Expertise for Free!

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Gain Free Publicity by Becoming a Source or Legal Expert for the News



Imagine seeing yourself quoted on the television news or a big newspaper. Imagine the sense of fulfillment you would have, not to mention all those eyes (potential clients!) looking at **YOUR** name. One of the **BEST** ways to get free publicity is to become a legal expert for a news outlet. And, believe it or not, becoming an expert is fairly easy.

Reporters often find it difficult to locate professionals who can deliver quotable lines to add insight to a breaking story. But, guess what? **YOU** can!

Your credibility as an legal expert source comes from:

- **Your activity as an office holder or member in a professional association.**
- **Speeches, seminars, or CLE programs you run for clients and colleagues.**
- **Articles or books you've written.**

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- **Your participation in noteworthy trials.**

The easiest way to become a new source is to just pick up the phone and make a call. **Call a local reporter with a suggestion for a story idea.** But, do your homework on the reporter first. Make sure that anything you pitch will fit in well with his or her reporting.

One of the best way to establish your credibility with a reporter is to initially **suggest a story idea that does NOT promote you or your firm.** It's also important to always return reporters' calls and give them fresh, insightful soundbites.

Avoid getting media blacklisted by:

- **Asking to review the story before it's published or broadcasted.**
- **Asking for changes to a quote or a retraction.**
- **Causing a reporter to miss a deadline.**
- **Not understanding the difference between "on the record" and "off the record."
Assume that anything you say is "on the record" unless you indicate otherwise.**

Being an expert news source takes little time, but comes with a **BIG pay off** in the form of publicity. A simple call to a local reporter is all it takes to get your name out there for thousands - if not millions of people - to see.

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