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Paula Black has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning, Amazon-bestselling author and the force behind **In Black & White** (inblackandwhiteblog.com), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit paulablacklegalmarketing.com.

5 Marketing Materials Every Law Firm Should Evaluate Today

Law firm marketing materials can encompass everything from business cards to brochures to signage and are often one of the most overlooked aspects in the day-to-day marketing of law firms. Budgets are tight and time is short, but we've put together a list of five things every firm should evaluate on a regular basis. It shouldn't take more than a few minutes to look them over and see what's working and what needs to be changed.

Your website

Forget the fancy flash animation, client sign-ins and blogs, does your website reflect your firm? Does the color palette reflect your firm personality? Is it clear and easy to read? Can a visitor to the site immediately understand who you are and what you do? If not, it may be time for an update.

Your attorney biographies

An easy way to update your materials, spend an hour creating a short template that all attorney bios need to fit. No more 5-page biographies, keep the information short and relevant to the clients that attorneys are trying to land, not the ones they already have. And if it means cutting out a few highlights, so be it. Also keep careful watch on the personal aspects. It's great to be involved in community organizations but limit them to those you are truly involved in on a regular basis, rather than in name only.

Your business cards

Business cards are a cheap and easy way to update your marketing materials. Even the most conservative firms can get a little creative when it comes to their cards.

Think outside the box...turn them vertical if your logo allows, go for a 2-sided card so that your firm name (or logo) takes center stage on one side or even add a tagline for extra marketing message punch.

Your brochure

With the popularity of the web, firm brochures don't have to be as detailed and chock full of information as they used to be. Use the brochure to highlight your best assets and give a true feel for the firm culture. Does your brochure have personal quotes from firm partners? Does it give statistics on the number of closings you did last year? Does it feel like it truly fits with your other materials or could it be generic to any firm your size? Use the website to get into real details...use your brochure to set the tone.

Your email

It may be simple but having a formatted e-mail signature with your firm logo, tagline (if you have one) and contact information lends an extra air of sophistication to an otherwise basic form of communication. Have them personalized for each attorney, secretary and paralegal...it will be a small detail that people will notice.

A short list...but an important one. By regularly reevaluating even the simplest of marketing tools, you will make it easier to continually present a modern and up-to-date visual representation of your firm.