

Legal Marketing: Six Keys to Becoming a Recognized Expert - Third in a Series

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Disclaimer: When I use the word “expert” or “specialist” in this series, I’m not talking in the legal or ethical sense, but in the marketing sense where the goal is to get media and/or prospects to perceive you as an expert or specialist.

The third legal marketing strategy for building credibility and becoming a recognized expert is **Submitting Articles Online**.

Many of you have written articles for your state or local bar association or some other newsletter that’s heavy on the technical jargon. However, for these online legal marketing articles, you want to **craft brief, information education-based pieces** that are typically 400-700 words in length.

There are literally **hundreds of websites that will publish your articles online for free**. All you have to do is submit them. The top sites include EzineArticles.com, GoArticles.com, ArticleDashboard.com, ArticlesBase.com, Buzzle.com and more. If you do a Google search for “article directories”, you’ll get many more.

You can also sign up for a service to do it for you for a small monthly fee – DistributeYourArticles.com and ContentCrooner.com (formerly ArticleMarketer.com) are two sites that distribute your content to their network.

When writing your articles you want to be sure you:

- **Ensure the article is a good fit** for the site you’re submitting it to;
- **Write for a specific audience** – don’t make it generic;
- **Keep it short** and concise but with some good information;
- **Add a short bio and call to action** at the end of the article – the call to action can be something like, “For a free consultation or to receive our free special report, email us or give us a call.”

Once you start submitting your articles, you’ll soon see them **published all over the place**. One website will publish your article, and then 10 other websites will come along and take that same content and publish it on their website. These sites all have reciprocal agreements that say they can’t change the content of the article, so your bio and contact information will remain intact.

Combined with press releases, article submissions can be a powerful legal marketing tool. If you type my name into Google, you’ll see that I come up with about 800,000 mentions. A great majority of that is because of the articles and press releases that we’ve submitted over time



that have accumulated and produced a snowball effect. This is not a happy accident – it's a solid marketing strategy that has been well executed.

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If you're struggling to build your legal practice or want to learn a proven law firm marketing system that has helped attorneys **discover how to generate more referrals and find new clients fast**, then you owe it to yourself to check out a [Rainmaker Retreat](#) this summer:

- May 21-22, 2010 Scottsdale, AZ
- June 18-19, 2010 San Francisco, CA
- July 16-17, 2010 Las Vegas, NV
- July 30-31, 2010 Los Angeles, CA

We would like to send you a [DVD](#) of your colleagues (and even your competitors) describing their experiences at our 2-day law firm marketing boot camp, the Rainmaker Retreat. Yes, we know you are skeptical (we wouldn't have it any other way). So instead of us telling you how these 2 days will transform your business, we will let our clients do the telling.

Click [here](#) to order your complimentary DVD right now.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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