

# Keeping Creativity Flowing on Your Legal Marketing Blog

January 29th, 2010 by Kara

I'm regularly asked, "Where do you get your ideas for your blog?"

Honestly, I have more ideas and topics I'm interested in than I could ever find time to write about. Now, I have the initial structure for my first book rumbling in my head, so I'm starting to map that out, simultaneously with coming up with daily post content. I've even slacked off for a time and had to pick up where I left off.

## How am I doing it??

*I'm finding that I have to keep practicing at it. "Practicing" as in "the act of" ...  
Muse In the making...*

Three-weeks ago, I went to the **Tim Burton** exhibit at the Museum of Modern Art in New York with my friend Theresa and her daughter. I've admired Burton's wild work for many years. He's just a bottomless pit of out-of-the-box creation and macabre sociological commentary ranging from prose like [Tragic Toys for Girls and Boys](#) to the darkly beautiful [Alice In Wonderland](#).



Needless-to-say, I had an absolute blast. It was just a Saturday afternoon out with some friends, but wala — I have something I can talk about regarding keeping creativity flowing and my blog content interesting.

**Inspiration comes from EVERYWHERE.**

We just have to keep ourselves open for it. I never stop look looking! [Chris Brogan](#) suggests simply using your phone's camera and snap some weird things that you see.



### From Initial Thought to Brilliant Post

Our having a good idea is one thing. Turning it into a blog post is another. I constantly keep in mind the categories on this blog, which keep me focused: Legal Marketing Tips, Trends, Tools and Tactics. Ideas that spur me into writing are inevitably the posts that get other people's imaginations going, inevitably stimulating new ideas from them.

### The Practice of Writing

I wrote this section at 3:00 in the morning. I've had the photos sitting on my desktop, but there were several other *hot* issues happening that I wanted to write about. So, this idea sat, until I just couldn't sleep until I got it down — literally. Writing looks like this for me — *a lot!*

Simply stating, "I'll write every morning", doesn't really work for me. I truly have to find the time where I can. That's why I have a desktop and a laptop to work on. I suggest that the practice of writing is something you try doing — all the time...

You're probably wondering how in the world you can do this — You have a practice to run and tons of other responsibilities...

Think about pieces you want to write. Really. Simply Jot down notes about those pieces. I never leave my office without a small notebook on hand, but little snips of audio or leave yourself voicemail or write on the back of receipts work just as well. Literally, whatever you can do, think about what you're going to write.

Grab paragraphs wherever you can. I'm finishing this in the middle of the afternoon now after having the initial idea 3-weeks ago on a sidewalk in mid-town.

**Read other folk's stuff.** *I read CONSTANTLY.* Yes, this actually counts as writing practice, provided you read as a write keeping in mind that you want to better your own writing from it.

Publish often! . A place that my preactice will slack off is I end up keeping a ton of drafts of thins around, that never get published. **Unfortunately, the truth is unless it gets out and onto this blog — it doesn't count!**

The more I publish, the more people will come at me and not always positively and the more people will “steal my ideas” – Oh well, if we don ‘t write, we don’t give ourselves the opportunity for feedback.

### **Just Keep Practicing...**

And in the act of practicing continue to share what you find and it will help others. It never ceases to amaze me how true this actually is. Hopefully, this post spurs you on and you’ll create something you’ll want to share with me.

***Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.***