



# **Marketing Your Law Firm with a Newsletter**

**Why It Works & How to Do It**

# Why This Matters

## **Small firms must generate their own work**

Unlike large firms with established client bases, small firms and solo practitioners need to actively create opportunities.

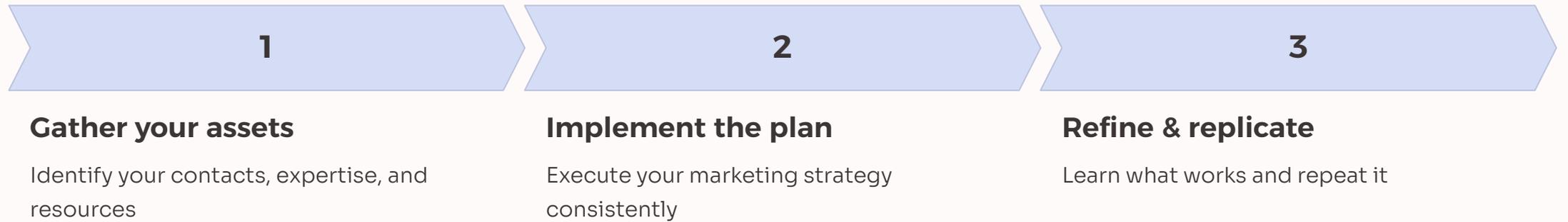
## **Marketing is not optional**

It's a fundamental business function that determines whether your practice thrives or struggles.

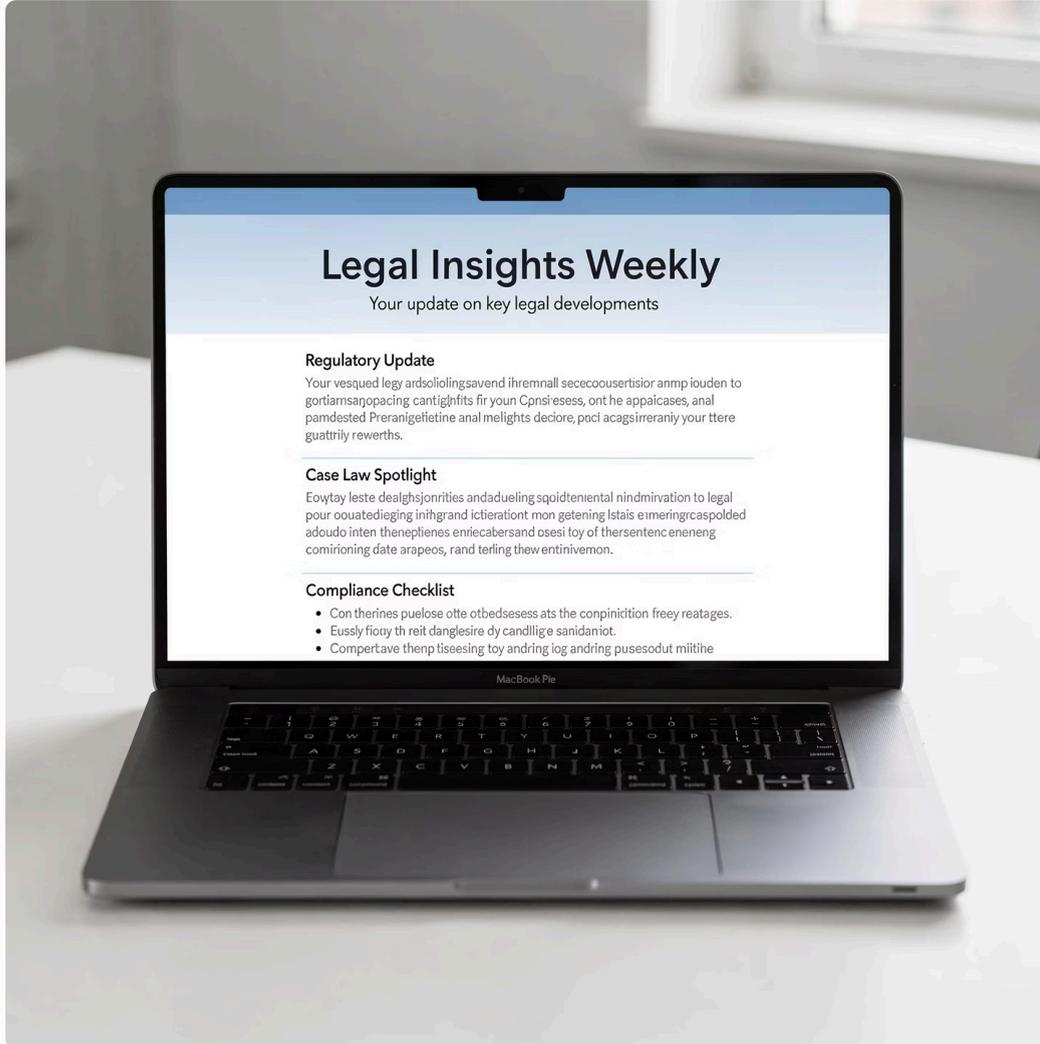
## **A newsletter is one of the most cost-effective tools available**

Low cost, high impact, and sustainable over the long term.

# Marketing Inside the Business Plan



# What Is a Newsletter?



Regular communication to your network

Educational, not promotional

Focused on the problem you solve

# The Newsletter as a Tool

## **Goes to your contact list**

Direct communication with people who already know you

## **Reminds your network what you do**

Keeps your practice areas and expertise visible

## **Keeps you top of mind**

Regular touchpoints ensure you're remembered when legal needs arise

## **Shares your point of view**

Demonstrates your expertise and unique perspective

## **Educates and/or informs**

Provides value to your readers beyond self-promotion

# Why the Newsletter Works



## Targeted

Reaches the specific people who matter to your practice



## Regular

Consistent presence builds familiarity and trust



## Long-term

Benefits compound over months and years



## Becomes part of your system

Integrates into your regular business operations



## Cost-effective

Minimal financial investment with significant returns



## Few lawyers do it consistently or well

Gives you a competitive advantage

# The Compounding Effect

**4-12**

**Times per year**

Quarterly publication schedule

**5**

**Years**

Consistent long-term commitment

**20-60**

**Meaningful touchpoints**

Total impressions with your network

**Marketing builds over time.**

## STRATEGY SECTION

# Step 1: Make a List

- Current clients
- Former clients
- Referral sources
- Colleagues
- Personal contacts

**If you don't have a list, you don't have a system.**



## Step 2: Choose Your Platform

### **Email newsletter**

Direct to inbox, full control over list and content

### **LinkedIn newsletter**

Built-in professional audience and distribution

### **Hardcopy**

Physical mail that stands out and gets noticed

### **Hybrid approach**

Combine platforms for maximum reach

# Email vs LinkedIn vs Hardcopy

Simple comparison grid:

<b>Platform</b>	<b>Ownership of list</b>	<b>Distribution power</b>	<b>Cost</b>	<b>Professional positioning</b>
Email	Full ownership	Direct delivery	Free/Low	Professional
LinkedIn	Platform-dependent	Algorithm-driven	Free	High visibility
Hardcopy	Full ownership	Guaranteed delivery	Higher	Premium

# Step 3: Choose Frequency

1

## Monthly

High frequency, requires regular time commitment

2

## Quarterly

Sustainable pace that maintains presence without overwhelming you or your audience

3

## Biannual

Minimum frequency to maintain visibility

**Consistency > Perfection.**

# Step 4: Define Your Voice

## **Educational**

Teach your audience about legal concepts and processes

## **Problem-based**

Address specific challenges your clients face

## **Commentary**

Share your perspective on recent developments

## **Curated**

Compile and contextualize relevant information

**Avoid canned content.**

# What Should You Write About?

## **Recent developments**

New laws, regulations, or court decisions affecting your clients

## **Common client mistakes**

Preventable errors you see repeatedly in your practice

## **"What happens if..."**

Scenario-based explanations that clarify legal consequences

## **Process explanations**

Demystify legal procedures for non-lawyers

## **Your perspective**

Thoughtful analysis that demonstrates your expertise

**Marketing is messaging about the problem. DO NOT GIVE LEGAL ADVICE.**

# Keep It Simple

## **1-2 pages**

Concise length that respects your readers' time

## **Clear headline**

Immediately communicates the topic and value

## **Short sections**

Break content into digestible chunks

## **Professional formatting**

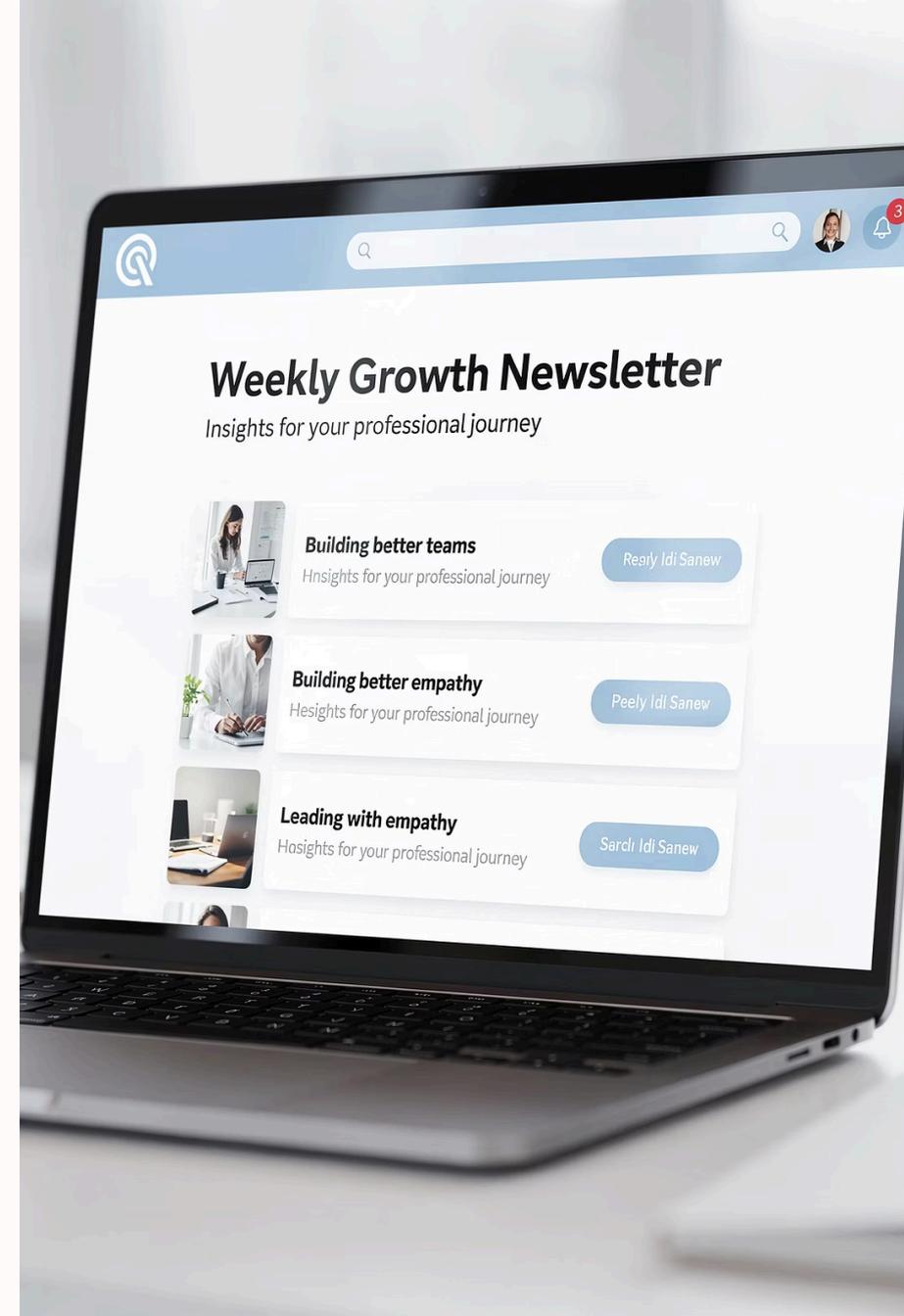
Clean, readable design that reflects your brand

**Readable >  
clever.**

## LINKEDIN NEWSLETTER SECTION

# What Is a LinkedIn Newsletter?

- A recurring article series
- Built into LinkedIn
- Subscribers receive notifications/emails



# What Happens When Someone Subscribes?

01

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**They follow your newsletter**

03

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**It appears in feeds**

02

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**They are notified when you publish**

04

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**It builds audience over time**

# Why LinkedIn Is Powerful for Lawyers



## Professional audience

Reach decision-makers and potential clients in a business context



## Built-in distribution

Platform amplifies your content beyond your immediate network



## Authority positioning

Newsletter format signals expertise and thought leadership

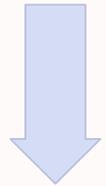


## No external email platform needed

Everything managed within LinkedIn's ecosystem

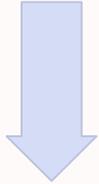
# How to Create a LinkedIn Newsletter

Step-by-step:



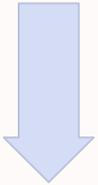
## **Write article**

Draft your content in LinkedIn's article editor



## **Create newsletter**

Select the newsletter option when publishing



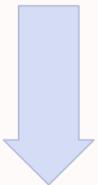
## **Name & describe it**

Choose a clear, professional title and description



## **Choose frequency**

Set expectations for your publishing schedule



## **Publish first issue**

Launch your newsletter and invite connections to subscribe

# What Happens After You Publish?



## → **Subscribers notified**

Automatic alerts/emails sent to everyone who follows your newsletter

## → **Invitation to connections**

Your network can easily subscribe

## → **Engagement visible publicly**

Likes, comments, and shares increase visibility

## → **Shareable link**

Easy to distribute beyond LinkedIn

# LinkedIn Analytics to Watch

1

## Views

How many people are seeing your content

2

## Engagement

Likes, comments, shares, and click-throughs

3

## Who is reading

Demographics and connections of your audience

4

## Industries/titles

Professional backgrounds of engaged readers

**Focus on relevance, not vanity metrics.**

# Limitations of LinkedIn

## Important Considerations

- **You don't own the list** — LinkedIn controls access to your subscribers
- **Platform algorithm** — Visibility depends on LinkedIn's changing rules
- **Less control than email**

## IMPLEMENTATION SECTION

# Make It Part of Your System

### Calendar writing time

Block dedicated time for newsletter creation

### Set internal deadline

Establish a publication schedule and stick to it

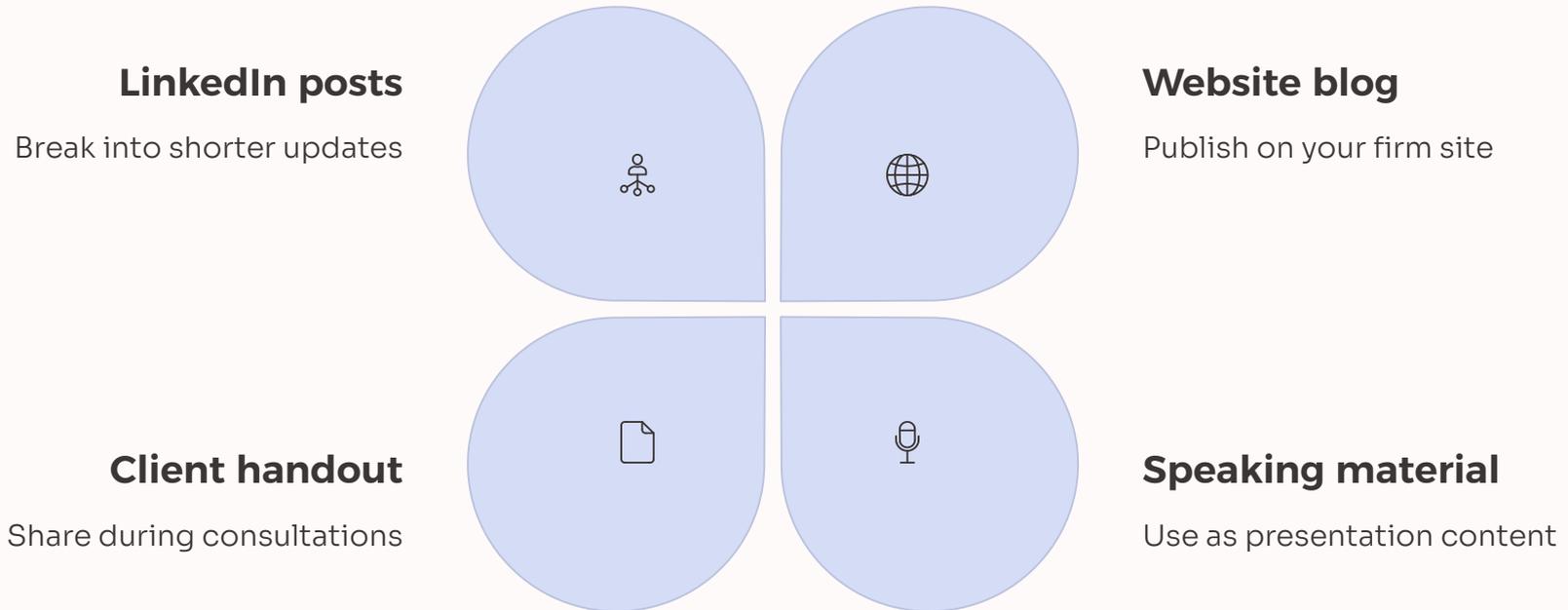
### Treat it like a client matter

Give it the same priority as billable work



# Repurpose Content

One newsletter becomes:



# Hardcopy: Why It Still Works

**Physical mail  
gets noticed**

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## **Stands out**

Cuts through digital noise in a crowded inbox world

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## **Tangible**

Physical presence creates lasting impression

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## **Few lawyers do it**

Differentiates you from competitors

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## **Memorable**

Recipients are more likely to keep and reference it



## Stand Out

Physical mail attracts attention

## Higher Response

Drives engagement and action

## Memorable

Recipients recall tangible pieces

# Common Mistakes



## Inconsistency

Publishing sporadically undermines the entire strategy



## Overly self-promotional tone

Readers tune out when content is all about you



## Too long

Lengthy newsletters don't get read



## No clear audience

Trying to speak to everyone means reaching no one