

RED DE FIRMAS

# How to start a legal blog.

By Pepe Toriello



# Blogging

Your blog is the headquarters of every piece of content you create, and you should place it on your firm's website.

Michael Hyatt, author of *Platform: Get noticed in a Noisy World*, says, "Without a platform -something that enables you to get seen and heard- you don't have a chance. Having an awesome product, an outstanding service, or a compelling cause is no longer enough."

In the last chapter, we talked about the importance of LinkedIn for contacting prospects and publish relevant information.

Even though LinkedIn is a great platform to grow your network, you do not control the traffic you gain.

As Joe Pulizzi said in his *Epic Content Marketing* book:

*"You need both content you own and content spread around other platforms, but the focus should be on a platform you can control."*

There are many ways of building your blog. I use [Wordpress](#).

## Why is it essential to own the platform for your content?

Because you want to control the information, your readers will see while they are on your website.

It would be best if you placed call-to-actions, and tell your readers what to do when they read your content.

Let's use one example.

If you want to publish a guide on the bankruptcy process in your country, you wish that your readers contact you.

You have to make it easy for your readers.

A good recommendation is to place a link to your profile on every article you publish.



## A. Build relationships and reputation faster

Word-of-mouth continues and will continue to be the best marketing for your law firm.

However, you cannot control it or push your clients to give some referrals about your practice to other companies.

On the other hand, building a good reputation in your market takes much time and a lot of "successful cases."

Things have changed in the digital world.

In specific, the ability to communicate with your target market has become much more manageable.

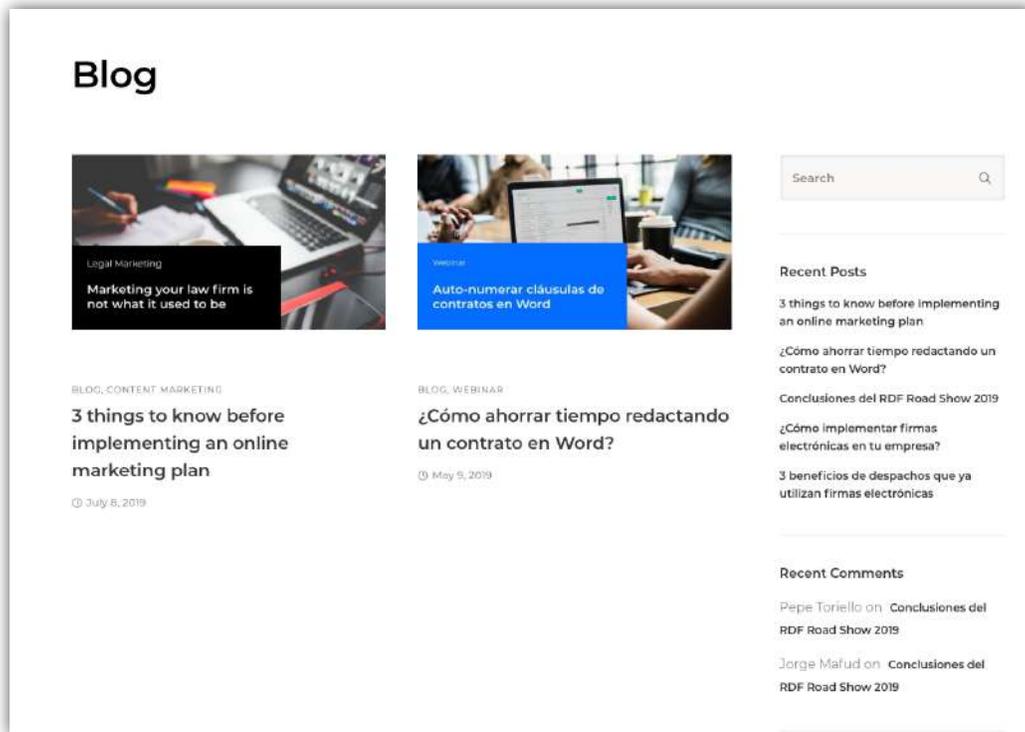
Nowadays, you do not need a 15-year old professional career to prove to the CEO of a company that you are an expert in your field.

Here is the trick: the best way to build better business relationships and reputation faster is by providing valuable information consistently to your niche.

One of the big mistakes of every company starting to develop an online presence is that they only write 2-3 articles, and then stop.

You need to be consistent by providing valuable information and excellent service to get noticed in a competitive world.

## B. Position yourself as an authority in your field



[reddefirmas.com/blog/](http://reddefirmas.com/blog/)

Position yourself as an expert in your field that your clients or prospects can trust whenever they have a legal problem that needs to be solved.

If you help managers to solve specific problems they are facing in the operation of their companies, then they will see you as an expert in your field.

It is straightforward. Lawyers are problem solvers.

If you work in the energy department in your firm, you need to prove that you have the knowledge and experience to help other energy companies.

It is crucial to publish content that can be used by managers of energy companies to solve specific legal issues.

For example, you can publish information on the primary regulatory obligations that energy companies need to do for operating in your jurisdiction.

You can also write about a problem that one of your clients had, and how you helped to solve it (taking care of any confidentiality duties, of course).

You will gain the trust of decision-makers and position yourself as an authority in your field if you provide valuable information to your niche market in a consistent manner,

However, you also need an efficient content marketing strategy to spread your word and to bring new clients. We will talk about this later on.

## C. Avoid Writer's Block: Know Your Customer's market

When I started to run Red de Firmas, my sales plan was to schedule as many meetings with any company with no plan at all.

We just wanted to sell as much as we can, without knowing who our target market was and what they need.

This was, of course, a waste of time.

Just imagine how it feels like when you get a call from a bank offering us a new credit card or if we want to change our mobile phone provider.

You automatically know that somebody wants to sell you something.

I know entirely when this is going to happen.

When you answer this type of call, the people behind are usually call-centers, and you can tell so quickly.

They will call you and say something like:

*-Good evening sir, is this José Toriello?*

*-Yea, who's this?*

*-Hi, my name is Martha. How are you doing today sir?*



You don't have to wait until they tell you that it is a bank or about the benefits of your new credit card to know that this is a seller.

You can tell right away when you hear the tone of voice and the noise in the background.

Human beings have this chip in our brain that automatically triggers when someone wants to sell us something, right? It feels annoying, and we all hate it.

The worst of all is that, if you tell them that you're not interested, they will keep pushing.

Remember our marketing rule?

*"Your customers don't care about you or your services. They care about themselves and their needs."*

It means:

People don't care if you represented a client in a billion-dollar transaction. They care about their day-to-day problems and how can they be solved.

It is the very first thing we have to acknowledge.

The best way to make people pay attention to you is when you talk about their problems and how are you going to solve them.

It is not easy and is a prevalent and big mistake. We think we know our clients.

However, to know what exactly are the main pain points that your target market is facing and to provide valuable information, you have to do some research.

#### D. Do your homework and research.

When you touch pain points that people feel related to, they start to listen. Also, if you show them a way to solve them, they become interested.

Doing proper research of your target market will help you to have a solid foundation for your content marketing strategy.

You will be able to understand your readers way better and create services that solve specific problems.

It will sound more interesting than just talking about the size of a transaction you worked recently.

#### E. How to discover your prospect's most significant problems?

There are different ways you can do this. However, what I have found more efficient is to conduct interviews and surveys.

To conduct an interview, contact your current clients and invite them for a cup of coffee or meet them at their office.



I recommend doing this personally.

You will have their full attention, and it won't look awkward if you want to dig deeper into their answers.

If you do this by phone, there is a big chance that they will be doing something else while talking to you.

For the survey, you can reach a much larger audience faster than doing it personally.

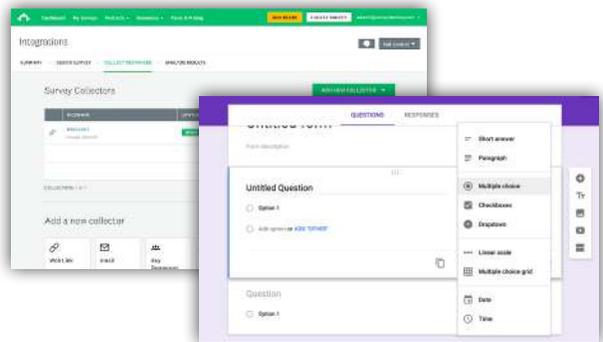
However, keep in mind that just a small percentage of people will take the time to answer it.

It would be best if you also had a big email list or network on LinkedIn.

There are several apps on the web that you can use to gather this information.

I recommend using [Google Forms](#) or [Survey Monkey](#), since they are easy to use and free.

What should I ask for during an interview or a survey?



[Neil Patel](#) recommends asking open-ended questions to discover your clients' or prospects' most significant problems. It gives them the freedom to talk about what is on their minds without holding back.

In my opinion, the two most important questions you need to ask are:

## Question #1: *What's your biggest challenge in \_\_\_?*

You want to know any challenging situation that your clients are facing in your field.

If you work in the litigation department of your firm, you want to know the specific problems they are facing.

It will give you valuable information on how you can help them.

## Question #2: *What are your most burning questions about \_\_\_?*

Sometimes, the best information comes from the client's questions.

Just imagine when you get a call from the client asking for your opinion on specific issues. More than one person may have the same query in your client industry.

Well, asking this question will take you one step ahead and know what their most burning questions in your niche are.

## F. Five blogging tips to remember



### Use great titles

Think about how a magazine works.

The titles they have on the cover are used to grab the attention of their audience and make you open them.

That is precisely how blog or article titles work.

You need to have an excellent title for your content, or nobody will read it even if it's the most magnificent article in the world.



### Focus on solving a problem

Take advantage of your research efforts and talk about your niche pain points. If you focus your efforts on helping your readers on how to solve their biggest challenges, you will be successful.



### Do not miss the call-to-action

All of your marketing efforts must have a goal.

If you want your prospects to schedule a meeting, you need a call-to-action with your profile on your website or a [Calendly](#) link.

Here are some other call-to-actions you can use:

- Join us on LinkedIn.
- Ask a question.
- Request a meeting.
- Sign up for our newsletter.

Keep in mind that most of your blog traffic will never come back.

Because of this reason, you have to offer them additional valuable information so you can continue in communication.

So, growing your email list must be one of your most important goals in your blog. We will discuss it in the [Email Marketing chapter](#).

## Think on building a content package

When you start writing a new blog post, think about how you can use that information to create additional content.

If you want to write a blog post on how to incorporate a new LLC in your country, think about how this can be useful for a foreign company in your niche.

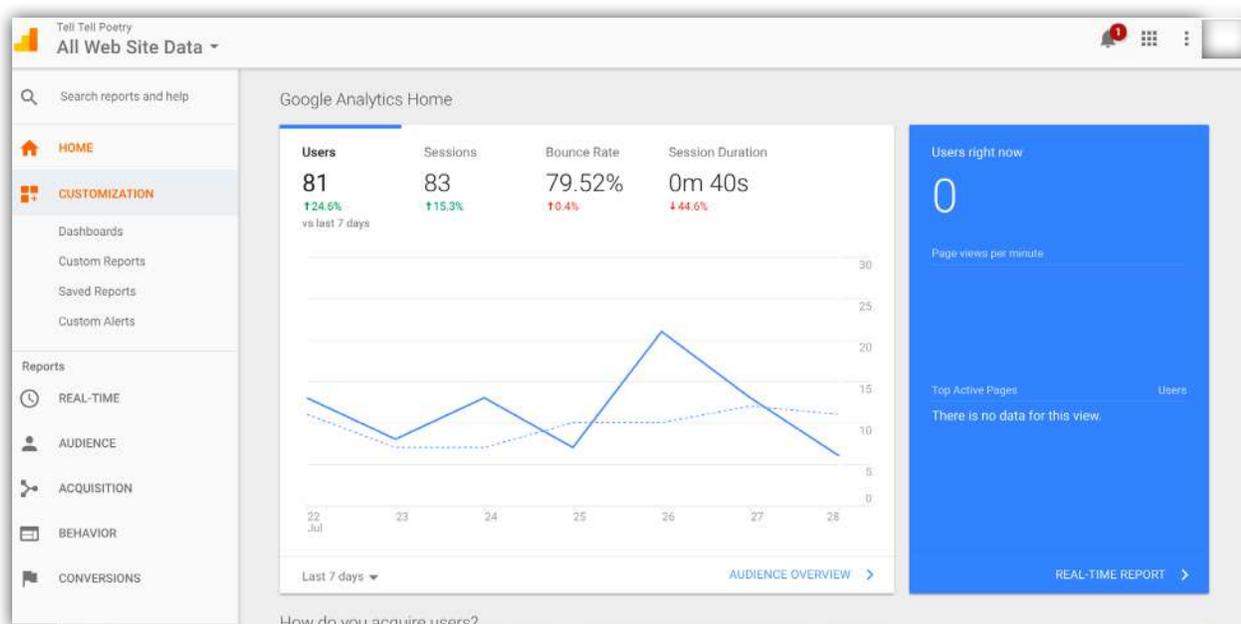
They would also want to know about taxes, how to import products, employee benefits.

Maybe you are not a tax or foreign commerce law expert. However, you can get some help from other areas in your law firm to create a guide targeted at international companies that want to invest in your country.

## Keep track of your metrics

The only way to know if people are reading your content is by keeping track of your metrics.

The best way to do this is through [Google Analytics](#). Some metrics that you want to keep track are Pageviews, Time on site, Signups to your newsletter, Visits, and unique visitors.



*google analytics*



## About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

 [/in/pepetoriello/](#)

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## About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

We help lawyers to implement legaltech tools service and to develop content marketing strategies to deliver a better client experience.

[Schedule a call today!](#)

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