

Page 2 offers customized content creation support to help attorneys publish thought leadership in outlets that matter to their current and prospective clients. Our streamlined process can help you generate ideas, connect with editors and move drafts through to publication.

Why publish?

Your legal expertise and ability to help clients anticipate and solve problems is highly valuable, but it's not always visible to the prospects you want to reach. Publishing your "thought leadership" in the right outlets is one way to raise your visibility and build your personal brand, as well as the brand of your practice group and the firm overall. Sometimes this helps you develop new business right away with existing clients; other times it is part of a longer-term marketing plan. Or both.

What is "content creation support"?

A typical project starts with a phone call to discuss the audience you hope to reach, the outlets that matter to them (something we can research if you're not sure), the topic(s) you want to write about and some angles that might work best. Then we can pitch your idea to an editor, secure interest and provide submission guidelines and a deadline. You may write the article, or work with an associate to write it, but, depending on the topic, we can often create an initial draft for you and your co-authors to review and revise. Next, we shepherd your revised draft through the internal firm approval process and the editorial process to final publication.

Which outlets should I consider?

This key question drives the process, and the answer depends on who are the buyers of the legal services you provide. Are they mainly GCs who look to Law 360's industry verticals to understand issues and trends that impact their business? Are they C-suite folks more likely to be reading industry trade journals? Or are you writing for an audience of peers about the business of law – firm culture, recruiting, DEI, mentoring, leadership?

What happens after my article publishes?

Publishing an article in a key outlet creates the possibility that your name will get in front of the people you want to reach. But you can increase the chances that will happen by sharing the link internally and on your LinkedIn profile, and including the article in RFPs and regular outreach to existing clients. The publication will run the article once, but your efforts to share it with your network can give it a second, third, and fourth life and start more conversations that raise your visibility and lead to new business.

Interested to learn more? Get in touch with Kelly McNees, Director of Content for Page 2: kelly@page2comm.com.