

How lawyers can benefit from ghostwriters

Most lawyers write well. You right briefs, pleadings, and closing arguments that can bring a jury to tears. But how are you when it comes to writing that is unrelated to case work? I'm talking about that article a local newspaper asked you to author or the book you always wanted to write. What about that marketing material that you've been meaning to create for your practice? When it comes to this type of writing, some attorneys have difficulty turning off the legalese and/or finding the time. That's when a ghostwriter can help.

Ghostwriters have been around forever. For centuries, wordsmiths have been using their talents to help others communicate in an effective manner. Whether in the political arena or the music industry, countless individuals have benefited from the services of ghostwriters and attorneys are no exception.

Making complex topics understandable

Professional writers often have a knack for taking complex information and putting it into words that are understandable at a grade school level of comprehension. As a lawyer, you may be used to speaking with other legal professionals who share a similar educational background with you. So, talking about the latest medical malpractice settlement comes easily. But taking that same information and conveying it to a lay person can sometimes be extremely difficult. Ghostwriters, especially those with the legal background, are experienced at putting words together for this very purpose.

They know what publishers want

If magazine or newspaper publication is your goal, a published writer has inside knowledge and experience about what publishers look for when reviewing submitted work. They understand the grammatical rules of this writing industry and how to edit with an eye to words publication. For example, you received an invitation to write an article about a local noise ordinance. You may have all of the illegal knowledge and expertise to create a detailed explanation and critique of the ordinance. However, the publisher is looking for writing that is interesting and appealing to regular everyday folks. A local newspaper publisher is not going to print a detailed law school level brief, no matter how brilliantly it was written.

Maximizing your time

Attorneys are busy people. You are constantly working on numerous matters, attending court dates, and prospecting for new clients. For many lawyers, this leaves little to no time for extra writing. When this is the case, a ghostwriter helps you maximize your time by working on your desired writing project, while you focus on the business of running your practice. Obviously, meetings are necessary to discuss your writing goals, as well as provide any legal information or advice that you want to include in the article. But the ghost writer can take the information that you provide and create a written piece that is interesting, substantive, and easily comprehensible.

I'm sure I don't have to remind you that the public perceives any written material you put out under your name as coming directly from you, so it is important to make sure that you review the ghostwriter's finished product before presenting it to the public. Also check with your state bar rules to ensure that you are in compliance. With the services of a ghostwriter, you can build your brand and establish yourself as a leader in the legal industry.

About Erika Winston:

Erika Winston is a freelance writer with a passion for law. Through her business, The Legal Writing Studio, she helps legal professionals deliver effective written

messages. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.