

# Tips for generating media coverage

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Marketing is an expensive part of legal practice, and even sophisticated and costly strategies can prove hit or miss in the end. One of the most effective and affordable ways of introducing your firm to potential clients is media coverage. Whether you are at the center of an informative story or offering your legal opinion on a particular matter, positive news coverage can provide your practice with a widespread reputation that consistently converts into new clients.

Here are some tips for making your practice newsworthy:

1. Stay on top of current legal trends. Whether it is the latest federal court ruling or a local criminal case that has rocked the community, reporters are constantly looking for experts to weigh in on current developments within the legal community. Keep abreast of these issues, so you can be ready to offer knowledgeable input.
2. After reading the first tip, you may be wondering how to get reporter's attention. This is where your law practice blog pays off big. Use your blog to post articles and opinion pieces about these issues and events. With some search engine strategies and a consistent demonstration of subject matter expertise, you will have the reporters calling in no time.
3. Share your good news. Did you win a groundbreaking verdict, or receive an impressive accolade within the legal community? Don't keep that news to yourself. Create a press release and send it out. Many news outlets rely on press releases for new story ideas. If you don't know how to create one, contract a freelance writer to create it for you. A few well-written paragraphs may generate some serious client traffic.
4. Expand your definition of media. Many of us still consider television and print news as the main sources of media, but in the age of the internet blogs and social outlets have become even more influential than many traditional media sources. Don't forget these players when reaching out for coverage. Is there a blog or podcast that you admire? Why not reach

out and offer your legal opinion on a trending subject. You may even create an ongoing relationship as the resident legal expert.

Media coverage is an effective way to get your law practice in front of many people at one time. Don't miss out on opportunities by failing to take advantage of this valuable marketing resource.

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**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.*