



Following are selected highlights of an interview on Public Relations, Media Relations and Marketing for law firms on the podcast *The Secret Sauce: Marketing Tastings with Kimberly Rice*, recorded on November 16, 2018.

1. Get in front of the news by offering highlights of the year ended and a forecast of the year ahead. Identify three-to-five points of topics on the horizon or flying under the radar.
2. Professionally introduce yourself as a source to reporters with a Media Profile. <http://bit.ly/2KS4dma>
3. Have a compelling story, even when you do not have a relationship with the reporter.
4. Identify the reporter by their byline; find their email address on LinkedIn and Twitter.
5. Law firms and attorneys should take the initiative. Don't let concerns of how a quote will be treated give you pause. Many busy reporters conduct interviews by emailing questions to sources. The opportunity to carefully respond in writing gives the attorney greater control of the answers that may be quoted.
6. Continually propagate the news story in which you are quoted. COPE stands for Create Once, Publish Everywhere. Distribute the news story across other platforms so it continues to work for you: law firm website, LinkedIn profile, client newsletter, email signature, speaking engagement. <http://bit.ly/2fPx5dZ>
7. Share highlights of a television or radio segment similarly, so those who did not see it or hear it can learn what was discussed.
8. There is no privacy. Monitor what is said about you (and your clients) with online alerts.
9. Build a personal connection. Consider what matters to the person on the other side. Make your communication meaningful to them.
10. Contact a reporter with a topic, a source and a related person who will corroborate or offer a testimonial. It's hard to turn down a story idea that is pre-assembled.
11. Answer three questions
 - a. **Why You?** There are others who do what you do.
 - b. **Why Now?** What makes this idea relevant at this time?
 - c. **Why** should anyone else care? How does this information or insight help others to **Save Time, Save Money or Make More Money?**

The full podcast (39 minutes) may be found here: <http://bit.ly/2Tjlirl>

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