



**Highlights from The Law Entrepreneur Podcast with Neil Tyra**  
*How to Grow Your Practice Using Public Relations – with Janet Falk*

As a Public Relations and Marketing Communications professional, I advise law firms on Media Relations and other Communications activities.

When attorneys conduct Public Relations and marketing outreach, they must consider *Who is on the other side of the table?*

The legal market has multiple audiences: potential clients, other attorneys and referral sources, elected officials

Broad spectrum of media outlets: industry publications, business media, local newspaper, local online media

Communications is an *investment*; consider your website, newsletter, speaking at events; consider a professional service that is outsourced

Public Relations must be congruent with other marketing materials

An objective observer can determine what is newsworthy and present an attorney as a credible, reliable and accessible source and help the attorney be quotable.

Wearing a colored jacket, pocket square or tie can be distinctive in a crowded meeting room

Be consistent in activity on LinkedIn. Post daily, and space 3-4 hours between posts. Only 9% of your contacts see your posts.

Your activity on LinkedIn, posts and comments, should be value-added

You can publish an article, and more important, post a link to the article. Posts drive readers to articles, not vice versa.

Add articles and speaking engagements to your LinkedIn profile

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Take photos at speaking events; stand with the hosts or panelists in a small group or interactive shots, not podium shots

Reporters want a **Media Profile** that describes your background: <http://bit.ly/2tMUOZ3>

Podcast recording: How to Grow Your Practice Using Public Relations with Janet Falk (47 minutes) <http://bit.ly/3ba4OfV>