

Maybe a Newsletter?

Good evening/night Sezzers!

I've recently been seeing a couple law firm newsletters in my inbox and have been contemplating making one myself. It was part of my initial marketing plans but never really came to fruition. So what do you guys think about the idea? I'm honestly not too sure if I even enjoy getting them and I admittedly don't read the topics either.

Not to offend the other practice areas, but I can see how for most practice areas, the news itself wouldn't be too interesting to the average layman (thinking BK, PI, tax, etc.) but I think I would at least be able to include some interesting topics which focus on entertainment, so that may be a plus for making one.

Another question I was thinking of is content. Each newsletter I've received recently has actually contained completely different content. One just included "news" from the law firm, another just included news concerning the area of law, and another was original content. Would a blend of all three be best?

Looking forward to reading some of your opinions!

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I think the greatest effect from newsletters comes from honing in on the best audience for the subject matter. That said, it usually entails a lot of extra work (yes, I am waiting to get slammed by the techies

and gurus out in Sezzter land). Ideally, the content of the newsletter should have the hook for the audience. If your clients are scrappy grunge bands, will they like reading about tax planning for classical musicians (like benefits offered to those employed by an orchestra)? Will your acting clients want to hear news about the gaming industry? I think some content can be broad enough and appealing to all, but you need "cool and interesting" hooks to really have someone even open up a newsletter these days. Let's face it, time is precious and "pleasure reading" is a luxury. I want people who look forward to hearing from me!

Hope this helps!

Be well,

Amy J. Holzman

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A regular newsletter (I send mine monthly) is a great way to stay top of the mind with your contacts. In each issue, the main body of my newsletter includes: (1) a "feature article," original content about legal writing or a newsworthy development in the area of freelance lawyering (e.g., a new ethics opinion on the topic); (2) an "outsourcing opportunity," reminding readers of the types of projects I handle; and (3) a "mycology update" article about some aspect of my hobby (amateur mycology). When circumstances warrant, I also include news about upcoming presentations or opportunities to get together (for example, I'll be in Chicago for ABA Techshow, so it's a good opportunity to get together with folks from the area or who are also in town for the show). The sidebar includes: (1) a "featured client" (an excerpt of a testimonial with a link to the full testimonial); (2) links to recent issues; and (3) a short bio. You can view the March issue of my newsletter, The Source: a [re]source about legal writing and [out]sourcing for solo and small firm lawyers, at <http://us2.campaign-archive2.com/?u=0e191c30ea4edca249759366e&id=29c3ebb7fa>.

My average open rate is 22.4%; according to Mailchimp, the legal industry average (for their customers) is 18.6%.

Lisa Solomon, New York

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First off, I receive Lisa's newsletter and it is excellent; she does a fabulous job with it. My firm, YH Advisors, publishes an electronic newsletter on a quarterly basis. It generally includes a mixture of technical legal articles, checklists, general tips, presentation calendar and the like. It generally averages about 6-8 pages in length. Generally takes me about 10-15 hours a quarter to draft the content. My practice is exclusively focused on exempt organizations law, not the sexiest or most exciting of legal areas, however, we always seem to find interesting topics to write on. For example, for our Spring '15 edition, I plan to write articles on the NFL possibly losing their tax-exemption, whether the Church of Scientology should be considered a church by the Internal Revenue Service (there is an HBO special re Scientology debuting this Sunday), and Internal Revenue Service audit "red flags" contained on the Form 990. Been doing this since starting the firm about 4 years ago and every time we send it out it generates a spate of inquiries from the readers, some of which do lead to us being engaged. Additionally, when we go out on proposals, we always have a printed copy of our most recent edition. We use Constant Contact for the electronic distribution of our newsletter and similar to Lisa, our open rates have been phenomenal, usually in the 30% range. That being said, I have attended numerous presentations where I have learned some strategies re increasing open rates and click-through rates. Up until this past edition, we self-designed the newsletter and it was OK. For our Winter '15 edition, we hired a graphics designer (got the referral here on Solosez I believe) and she made some wonderful improvements.

Please don't hesitate to give me a call if you would like to discuss any of this.

Brian Yacker, California

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Thanks for all the great tips and advice everyone! Newsletter in the works now!

Best,

Joshua M. Biletsky, California

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In an effort to prevent spamming all of your inboxes...I present to you my first newsletter! Hoping the link works, and hoping you like it! (Tips, suggestion, advice, hatred, and ridicule all welcome!)

Thanks again for all the help everyone!

<http://eepurl.com/bjSMhT>

Joshua M. Biletsky

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Very impressive effort, Joshua, my initial thoughts are as follows:

Perhaps you can come up with a name for the newsletter, would make it more apt to come up in search results.

Maybe consider a Table of Contents

Might be my current wireless issue, but when I clicked to read the articles on my iPad, it took them each quite a while to load

I subscribed to the newsletter, but it has taken a while for me to receive the confirmation e-mail (again, could be my current wireless coverage)

How are you planning to distribute?

Are you planning to print out any copies to have available to hand out or to display in your offices?

Brian Yacker

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