

Why You Should Write Articles for Clients

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In 2018, the American Bar Association amended its model rules on lawyer marketing to simplify restrictions, recognize technologies, and promote uniformity among states. The amended rules govern marketing activities like publishing articles. Article writing can attract prospects, facilitate client contact, and drive traffic to websites. Read on for tips about article writing and resources for marketing your legal services.

Tips

Articles – write articles for blogs, social media and firm websites.

Audience – stay in touch with clients and attract prospects.

Calendar - create an editorial calendar to publish articles on a regular basis.

Frequency – set a goal of publishing articles monthly or quarterly.

Handouts – distribute your articles at meetings and seminars.

Newsletters – use newsletters to inform readers about legal developments and planning opportunities.

Notes – send short handwritten notes to clients and referral sources for holidays and special occasions.

Press Releases – announce new hires and bring attention to significant firm developments.

Style – avoid legal jargon, keep articles short, and use bullet points and sub-titles.

Support - consider hiring a writer and licensing content; use apps and services to automate.

Syndication - republish articles at your firm website and in your LinkedIn profile.

Topics – write about legal developments, planning opportunities, and successful cases.

Conclusion

Prospective clients use articles to research legal problems and find legal representation. Stand out from the competition by writing articles that demonstrate your expertise and show how you solve legal problems. Article writing is a low-cost way to attract and retain clients. Consult the resources mentioned at the end of this article to get started.

Articles

[Adhering to ABA Advertising Rules](#), MileMark, Jan. 7, 2025

[Content Writing](#), PaperStreet, Jan. 18, 2022.

[Email Marketing](#), JD Supra, May 12, 2022.

[Generating Marketing Content with AI](#), Lawlytics, Jun. 6, 2023.

[Improving Your Marketing in 2025](#), Law Practice Magazine, Jan. 1, 2025.

[Publishing Articles on Websites](#), Clio, Apr. 8, 2021.

[Using an Editorial Calendar](#), ABA Law Practice Magazine, Mar. 1, 2024.

[Writing for Bar Journals and Blogs](#), Missouri Bar Journal, Aug. 2019.

Books

[Building a Law Practice One Article at a Time](#), ABA Book Publishing, Jan. 14, 2021.

[Content Marketing for Lawyers](#), Adin Publishing, Jan. 21, 2016.

[Ethics Guide for Lawyer Marketing](#), McGuire Woods, Feb. 8, 2018.

[Handbook on Lawyer Advertising and Solicitation](#), Florida Bar, Aug. 16, 2023.

[Plain English for Lawyers](#), Carolina Academic Press, Feb. 1, 2019.

Samples

[Bulman, Dunie, Burke & Feld](#) (General Practice, Bethesda, MD)

[Chinn Law Firm](#) (Family Law, Jackson, MS)

[Meth Law Firm](#) (Personal Injury; Chula Vista, CA)

[Kroger Law Firm](#) (Criminal Defense; Beverly Hills, CA)

[Peck Ritchey](#) (Elder Law, Chicago, IL)

Videos

[Digital Marketing for Law Firms](#), Clio, Feb. 15, 2023.

[Using Chat GPT for Marketing Content](#), Justia, Mar. 31, 2023.

Websites

[ABA Law Practice Division](#)

[Attorney at Work](#)

[FindLaw](#)

[Justia](#)