

Legal Blogging 101

Proven methods on how
lawyers attract clients
through blogging.



Blogging has the power to change your career and the work you get to do. In this document, we will unpack some proven approaches you can use to attract new clients and level up your career, featuring testimonials directly from successful bloggers.

Asking The Right Questions

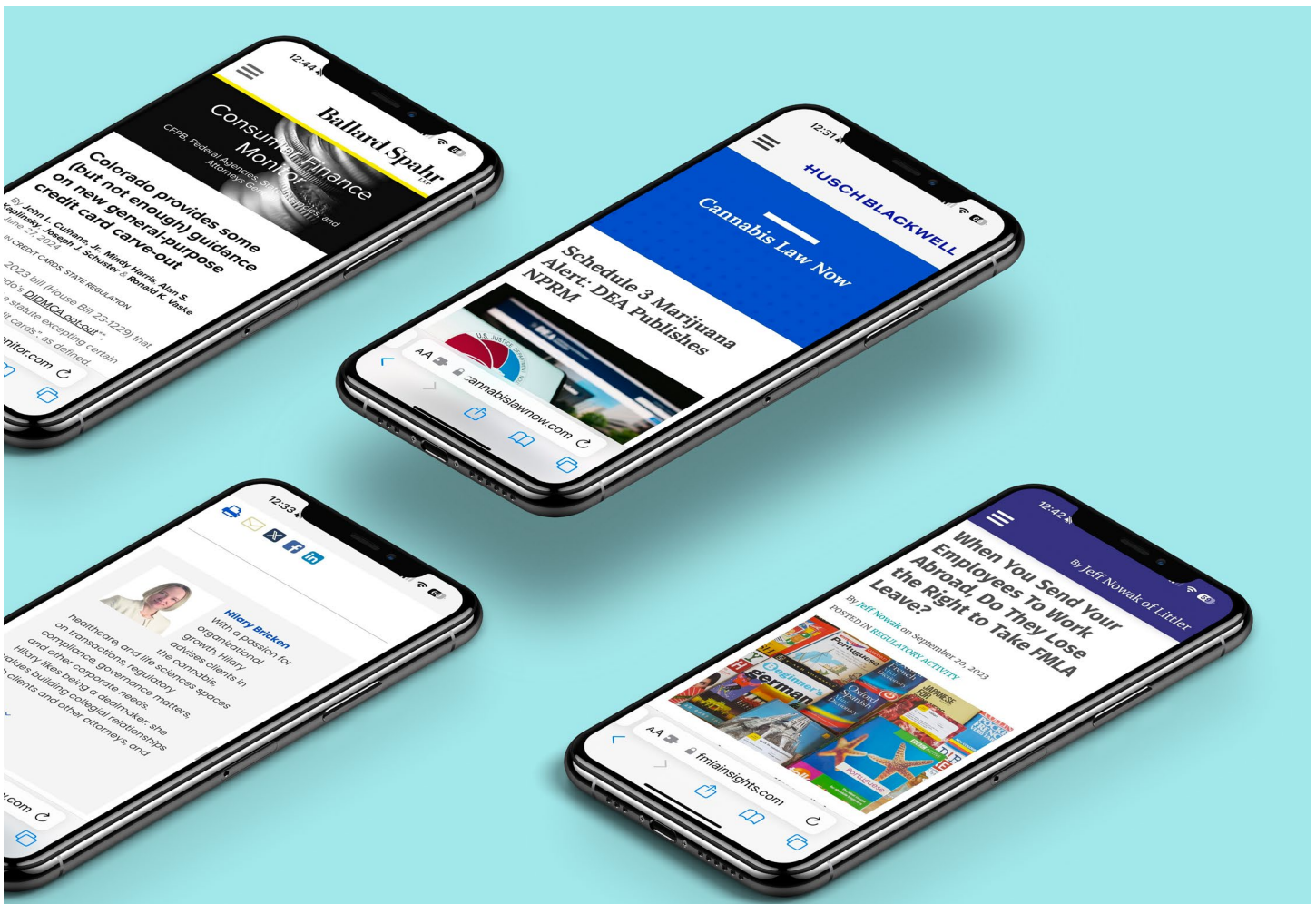
Some of the common questions we hear are:

- How do we get more traffic?
- How do we rank higher for our blog subject?
- How do we add email subscribers?

While these metrics are helpful, the ultimate goal is to see success in ways that surpass analytics. Your objective should be to become an authority in your chosen niche and bring in real work. Instead of focusing solely on metrics, consider:

- **What does it look like when a blog is successful?**
- **How does that work come in?**

Aim to be the thought leader, the person that people can trust and refer others to. Remember, this is how lawyers are hired in the first place.





Ballard Spahr's

Consumer Finance Monitor

What they did right:

- **Seized the Opportunity:** Launched the same day as the Consumer Financial Protection Bureau (CFPB), becoming a leading source of information and commentary.
- **Went Niche:** Focused initially on CFPB news, later expanding to the broader consumer finance space.
- **"Secret Weapon":** A dedicated lawyer writes extensive content.
- **Beyond the Blog:** Includes live sessions and a podcast.
- **Led by a Champion Lawyer:** Initially directed by practice group leader Alan Kaplinsky.

What success looked like: Attracted new clients, increased brand awareness, and helped recruit top-tier talent.

[Visit Consumer Finance Monitor](#)

“**It has raised our brand nationally because everybody knows about our blog, and people talk about it all the time.**”

Alan Kaplinsky
Senior Counsel, Ballard Spahr



Hilary Bricken's Cannabis Law Blog*

What she did right:

- **Seized the Opportunity:** Started blogging on cannabis law 12 years ago.
- **Persistence:** Committed to consistent blogging.
- **Covered the Industry:** Discussed the industry from a legal perspective.
- **Engaging Content:** Wrote interesting posts tailored to her audience.

What success looked like: Advanced from a beginner lawyer to a partner in big law, with her blog cited in law school textbooks.

[Visit Cannabis Law Blog](#)

“**We’ve showed up in a couple of law school textbooks citing to our articles... This is actually important, and we’re seen as an authority in the space.**”

Hilary Bricken
Partner, Husch Blackwell

**Hilary began her blogging journey with Canna Law Blog, but she is now part of Husch Blackwell's Cannabis Law Now.*



Jeff Nowak's

FMLA Insights

What he did right:

- **Niche Focus:** Concentrated on a specific, under-addressed area.
- **Accessible and Readable:** Ensured content was easy to read and digestible.
- **Question-Based Posts:** Answered frequently asked questions.
- **Subject Mastery:** Owned his niche but occasionally branched out.

What success looked like: Gained major clients and respect in the employment law community.

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“**They found someone that they could trust and they wanted to give me a shot at helping them.**”

Jeff Nowak
Shareholder, Littler



Key Takeaways

- **Aim High:** The potential for success is enormous.
- **Find Your Niche:** Focus on a specific area to become an expert.
- **Consistency is Key:** Regularly update your blog.
- **Have Fun:** Engage with your readers and enjoy the process.
- **Network Through the Internet:** The key to blogging is networking, not just content. Listen to and engage influencers to build your own reputation. Volume and regularity are not always the key to success.

Next Steps

Interested in getting started with us? With advanced strategic consulting and expedited setup, let's take your blog to the next level. Instantly join the community of top legal bloggers around the world. Explore [our products](#) or email us at dan@lexblog.com or conner@lexblog.com to begin your journey.