

## Business & Careers

# Get more bang from your creativity



**Gary Mitchell**  
**The Coach**

Are you writing articles for publications, and/or speaking at events? Why not leverage that content to create your own blog? Even though this strategy has been around for some time, there are still a limited number of lawyers in Canada using it to build their practice. One of the advantages of hosting your own blog is that you can re-purpose content from presentations and articles to create short, concise and valuable posts.

You can also use this alongside your social media strategy by posting your blog posts directly to your LinkedIn profile and your Twitter account.

Here are some quick tips to get you started in the blogosphere.

Start with a Google search to see who else is blogging in your practice area in Canada. (Don't be surprised if you don't find much. And don't assume that because other lawyers aren't doing it, it can't be a valuable addition to your business development strategy.) You can also find a comprehensive list of legal blogs at [www.lawblogs.ca](http://www.lawblogs.ca).

Consult your current clients for feedback on what would be of value to them. What would they actually read? What would grab their attention? How can you add value?

Work with your IT professional to develop the infrastructure and design elements for your blog to support your personal and firm brand. (I recommend Word Press as a program because it is very user-friendly and won't require much time to learn how to use it.)

When you have the infrastructure in place and you are happy with the design, populate your blog with at least ten posts before going live with it.

Be sure to keep your posts to between 100 and 250 words. If you can say what you need to say in fewer words, even better. Remember, your audience is likely going to read it when they are in line at Starbucks, or Tim Horton's, or catching the subway, or in the cab on their way to a meeting. Make it easy for them to digest so they will want to continue reading your next posts.

Use the launch of your new blog as a way of getting back in touch with people you have lost track of. Send messages out on LinkedIn to your network to announce your new blog. Consider using your media relations strategy to alert appropriate legal media. Send out a notice to all of your current clients and contacts. Make sure the rest of your firm knows about it. Ask them for feedback and to provide posts and comments as guest contributors.

Maintaining your blog is not as daunting as you may think. First, you will have the ability to schedule posts. So if you find yourself not busy one afternoon, you can take that time to create a number of posts, and then schedule them to be posted into the future.

Keeping up regular posts is almost as important as your blog's content. Try to

maintain a minimum of two posts per month.

If you are more junior and don't feel you have the expertise or content to create and maintain a blog, approach a more senior lawyer at your firm to partner with.

If you are more senior and don't feel you have the time to learn how to leverage blogging or social media sites, approach one of your more junior lawyers. They are very likely up to date with all the latest information and technology.

The key to maintaining a blog is to commit to regular posts. The longer you keep your blog going, the more likely people will follow it.

One of my clients, a partner of a small firm in Montreal, was in the process of changing the direction of his practice. As part of his business development plan, we determined that a blog would be a great way for him to demonstrate his knowledge and expertise and raise his profile.

We set out to create his blog plan. He started by researching who else in Canada was blogging in his practice area. To his surprise, there were very few lawyers doing this.

He followed the tips as outlined above. By the time his blog went live in May 2010,

he had over twenty posts already on his site. After a short time, he was nominated and included in the *LexisNexis Environmental Law & Climate Change Top 50 Blogs for 2011*. "This is a fairly new blog, published since May, 2010, but is upcoming with timely and regular posts, and is possibly the only fully bilingual blog dealing with environmental law in the Province of Quebec and Canada," they wrote.

You likely have more access to good content than you think. Again, ask your current clients, and people you've determined fit your target audience, what they would read and what would be of interest to them. All you have to do is ask. Look at some of the content you have created in the past. Look for content from other lawyers at your firm. You likely have access to a wealth of potential content. You might even have fun along the way.

*Gary Mitchell is the author of 'Raindance, The Business Development Guidebook for Lawyers,' a business development coach to lawyers, and the founder of On Trac Coach. He can be reached at [gary@ontraccoach.com](mailto:gary@ontraccoach.com) or 604-669-5235.*

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### IN-HOUSE LEGAL COUNSEL

**Access Copyright**, The Canadian Copyright Licensing Agency, is a non-profit collective society that represents the copyrights of publishers, authors and visual artists in literary and artistic works. We provide innovative copyright licensing solutions to governments, business, educators and other organizations for legal, worry-free access to copyright protected content, while making sure that creators and publishers are paid for the secondary uses of their works.

There is an opening for a Legal Counsel. The successful candidate will act as legal advisor to the company by providing sound legal advice and direction on copyright, licensing, legislation and general legal matters that arise in the day-to-day operations; respond to inquiries from licensees and affiliates; draft and negotiate all licences, agreements and policies; and supervise and direct Access Copyright's copyright compliance program, including directing external counsel on litigation matters.

#### Qualifications:

- Call to the Bar of the Province of Ontario
- 3-5 years experience in a leading law firm or corporate environment, with experience and knowledge of copyright/intellectual property law
- Ability to provide well-considered legal advice and sound business judgment
- Strong negotiation and drafting skills
- Thrive in a busy and changing environment both as part of a team and independently
- Experience in the publishing industry an asset

If you would like to explore this opportunity further, please email your resume and cover letter to [HR@accesscopyright.ca](mailto:HR@accesscopyright.ca), referencing the title "Legal Counsel". While all applications are reviewed carefully, only candidates under consideration will be contacted. No phone calls or agencies please. Access Copyright is an equal opportunity employer. To learn more about Access Copyright, please visit our website at: [www.accesscopyright.ca](http://www.accesscopyright.ca).



### LEGAL COUNSEL

The Canadian Association of University Teachers is a progressive labour organization located in Ottawa representing more than 68,000 academic and general staff at 124 colleges and universities across Canada. We have an excellent and challenging opportunity available for an experienced labour lawyer to fill the role of Legal Counsel.

Reporting to the CAUT Executive Director, and working closely with the association's General Counsel, the Legal Counsel will be required to appear before tribunals, arbitrators and courts, and to provide expert legal advice and opinions on a variety of matters related to the working conditions of academic staff, and issues related to academic freedom and civil rights. This may involve in-depth research and analysis, drafting and communicating policy, writing and editing articles, papers, speeches and memoranda, making public presentations, and developing and delivering training programs.

Effective July 1, 2012, the salary range for the position is between \$119,593 and \$125,799, plus an excellent employee benefit package.

CAUT is looking for an exceptional individual who has demonstrated knowledge and experience in labour-side labour law litigation. Ideally, the successful candidate would have between 5 and 10 years experience from call. Candidates must have excellent written and oral English skills. Preference will be given to those who also demonstrate those skills in the French language.

CAUT is committed to the principles of employment equity in hiring and in all of its employment practices and seeks to diversify its workforce. Members of racialized groups, people with disabilities, gay, lesbian, bisexual, transgendered, queer and 2-spirited people, Aboriginal people and women are actively encouraged to apply.

Interested candidates should submit their applications no later than **5:00pm on Friday, September 28, 2012 by email to [applications@caut.ca](mailto:applications@caut.ca)**. Applications should be addressed to the Executive Director and are to include a cover letter and resume. References will be required following the first interview.

*All applications will be treated confidentially.  
Only those candidates selected for an interview will be contacted.*