

Business & Careers

Your insights have value, so start sharing



Gary Mitchell
The Coach

Getting published in trade journal, newspapers or newsletters that target your target audience is one excellent way to raise your profile. But use caution — make sure the publication you are writing for does target the same people that you are; otherwise you are wasting your time.

When looking to get published, the first thing to understand is that the people you will approach (editors) are always looking for new sources of content. The second thing to know is that they are really looking for reliable and professional people to help fill their pages with interesting and relevant material.

So your first step is to get a clear understanding of what that “interesting and relevant” material is. The better you can get at helping them do their job, the more often they will rely on you as a source. And that really is your No. 1 goal — becoming the “go to” source for information in a certain area or for a certain subject. So how do you do that?

Identify and be clear about what you want to be known for. Consider this carefully and with intent, as it will be the area you will be considered an expert in.



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Understand where this aligns with your firm's messages. Don't know? Ask the person in your firm who is likely to know (i.e. a partner on your management team, or marketing professional if you are working at a larger firm, or managing partner if you are working at a smaller firm).

Make sure that your profile goals are not in conflict with either your firm or other lawyers at your firm.

Then do your homework. Research the publications that target your audience. Find out the readership and coverage. Find out what topics would be of interest to their readers. This can easily be done by asking your current clients what they

read and why, and what they would find most interesting.

Also reach out to some of the more sen-

ior lawyers at your firm. What have they written and for whom? What has been the response?

Based on the information you have gathered, create a list of potential topics or subjects you can and want to write about. Then create the story boards for each subject. A storyboard addresses, at a high level, three things: Description of the target audience; three key messages; and outcomes you'd like the reader to consider after reading it.

Next contact the editors of these publications and pitch them with your list of story boards. I recommend this approach so that you don't go spending time writing a complete article that they won't publish and you get sign off and approval of content right up front. Once they have signed off on the outline, then write the article.

Remember, these publications all have deadlines. Right from the start you want to have a reputation for meeting or beating these deadlines. I know most lawyers are

Write, Page 26

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REAL ESTATE LAWYER - CALGARY

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The appropriate candidate will have a minimum of 5-7 years' experience practising commercial/residential real estate and title insurance. For full particulars, please go to www.totallegaljobs.ca. Please include your salary expectations in the cover letter.

Please submit resumes to: (INTLresumes@stewart.com); Fax: (416) 981-7214

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DOLDEN WALLACE FOLICK LLP (DWF) is looking for a talented and experienced litigator (3-5 years) to join our Toronto office. DWF is the only Canadian firm that provides services exclusively to the insurance industry with a focus on specialty lines in four offices across the country. The successful candidate will have carriage of a variety of interesting tort claims including commercial host liability, professional errors & omissions, employment, and complex bodily injury. Please submit your resume in confidence to ebarclay@dolden.com.

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Attn: Jonathan M. Hale
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We have an exciting Full Time Non Unionized opportunity reporting to the Deputy City Manager, Legal and Human Resources

Director, Legal Services (FILE #16-1916-DR)

The successful candidate will be responsible for directing the effective and efficient management of the Legal Services and Real Estate Departments, including the provision of legal advisory services in a variety of areas of law.

For more information on this position including qualifications, please follow this link: Director, Legal Services (File 16-1916-DR)

Please forward your resume in MS Word or PDF only, quoting **File 16-1916-DR** in the subject line by 4:30pm on **Friday, October 28, 2016** to: Office of the Chief Human Resources Officer
resume@vaughan.ca

Business & Careers

Write: Getting published establishes your credibility

Continued from page 25

procrastinators so don't let yourself get caught missing a deadline. You don't want to give the editors unneeded stress. It could defeat your purpose.

So now you are published. Follow up with the editor a couple of weeks later to see what feedback they have received on your article. Ask for a copy of the final published version (so that you can use it to send out to contacts and prospects later on, and post it on your firm website and share on social media — LinkedIn, Twitter etc.) See if there would be interest in a contribution from you on a more regular basis (i.e. monthly or bimonthly).

Profile building is about frequency and repetition. So the

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Gary Mitchell
On Trac Coach

more you can get your “mug” and name attached to your desired content, the better it is for your profile.

Next, look for ways to repurpose your articles. Are there some topics that could be expanded into

presentations, or minimized for the use on a blog? When you are taking the time to create material, get in the habit of considering how else you can use it.

Once you have been published a few times, contact other editors of

similar publications and offer up your services as a source. Having already been published, you will now have some public credibility in addition to the credibility you have built in your practice area. Let them know specifically how you can help and what you are qualified to comment on.

For senior lawyers who find themselves too busy to write entire articles, approach some of the junior lawyers at your firm to do the up-front research or content building, then you edit and create the article — co-authoring it and sharing the recognition, thus saving you time.

Likewise for the junior lawyers, who feel they may not have enough credentials to get published, approach your senior

partners to see who would be interested in co-authoring. Getting published regularly can be one of the most valuable tools in your profile building client development toolbox.

Gary Mitchell is the principal at On Trac Coach where he works with lawyers, law clerks and paralegals across Canada helping them to attract more clients and grow their businesses. He is the co-founder of The Legal A Team, a marketing and management alliance focused on providing big firm support to smaller law firms and solo practice lawyers. His second book, “Raindance Two: A Blueprint for Growing your Practice,” is now available. He can be reached at gary@ontraccoach.com or 604-669-5235.

ANNOUNCEMENTS

Thomson, Rogers Lawyers



GREGORY G. SILLS
ASSOCIATE

The partners of Thomson, Rogers are pleased to announce that Gregory Sills is now an associate with the firm.

Gregory will be working with Jeff Wilker and David Germain in our planning and municipal group.

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JOHN-PAUL ZENI
ASSOCIATE

The partners of Thomson, Rogers are pleased to announce that John-Paul Zeni is now an associate with the firm.

John-Paul will be working with Darcy Merkur and Michael Bennett in our personal injury advocacy group.

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