

Extend the breadth and depth of your published piece - create and maintain buzz via social media.

**Randi Mayes,
Peer to Peer**

*Before you make a pitch, research
publisher, past pubs, editorial
calendar & submission process.*

**Randi Mayes,
Peer to Peer**

*Get quoted. Instead of writing,
be a subject matter expert; offer
to be an interviewee.*

**Amy Dvorak,
ALA Legal Management**

Dare to be outrageous - a thought leader stands out from the crowd rather than repeats conventional wisdom.

**Charles Christian,
American Legal Technology Insider**

DON'T deliver an article that doesn't resemble your original pitch.

**Randi Mayes,
Peer to Peer**

Don't be shy about volunteering to write. Editors are always hungry for good content. Do them a favor.

**Merrilyn Astin Tarlton,
Attorney at Work**

Understand the publication's audience prior to committing to write. The expertise you want to share just might not be a good fit, for you or the publication.

**John Bowers,
ABA Law Practice Today**

Take seriously the need to polish your text before submitting it – no typos, inaccuracies or inappropriate language.

**Merrilyn Astin Tarlton,
Attorney at Work**

When writing your article, tell a compelling story - be provocative with your readers.

**Randi Mayes,
Peer to Peer**

*Use common sense when you are weighing
your article contribution options ... do I
have time? Do I have a unique perspective?
Is this the 'right'
publication/website/blog/forum?*

**Jobst Elster,
InsideLegal**

Respect and learn from any editorial revisions. It tells you what they really want and strengthens your words.

**Merrilyn Astin Tarlton,
Attorney at Work**

Share your accolades ... Getting published is a big deal so take pride and let others know. Why? Not to brag, but to extend your subject matter expertise and thought leadership

**Jobst Elster,
InsideLegal**

*Turn things in **BEFORE** the deadline.*

**Merrilyn Astin Tarlton,
Attorney at Work**

Know your audience! Don't waste a great message on the wrong people.

**Amy Dvorak,
ALA Legal Management**

If you want an article to stand out from the slush pile, tell us the truth, like why you really dumped your legacy vendor.

**Charles Christian,
American Legal Technology Insider**

*Think beyond the written word
and create opportunities for
multi-media content.*

**Randi Mayes,
Peer to Peer**

*DO be a thought-leader. Be provocative
- excite your reader with an idea that
will get their wheels turning.*

**Randi Mayes,
Peer to Peer**

Wish I didn't have to say it but I see it too much: DO NOT attempt to publish any part of someone else's work. Period.

**John Bowers,
ABA Law Practice Today**

Hot topics come into vogue then fall out of fashion - you need to offer a message or angle we haven't heard before.

**Charles Christian,
American Legal Technology Insider**



*Make publishing your work
pleasant. Otherwise, you won't
be invited to write again.*

**Merrilyn Astin Tarlton,
Attorney at Work**

*Don't just tell - tell a good story
to illustrate your point.*

**Merrilyn Astin Tarlton,
Attorney at Work**

You know the content; the editor knows the audience. Be respectful of the editor's requests for changes.

**Randi Mayes,
Peer to Peer**

*Exploit your strengths as a writer;
demonstrate how worthy of your
readers attention you are!*

**Randi Mayes,
Peer to Peer**

*Media tips: Demonstrate “perfect pitch”
by being brief, concise & complete in
pitching your article idea!*

**Randi Mayes,
Peer to Peer**

*Brag about someone else – client,
colleague, etc. – rather than yourself.
It's easier and looks good on you.*

**Merrilyn Astin Tarlton,
Attorney at Work**

*Magazines run on deadlines, don't
promise articles you can't deliver on time
& take into account it may get lost in
your internal PR system.*

**Charles Christian,
American Legal Technology Insider**

Don't make assumptions ... about the editor, the publication, the deadline, the type of article the publication's readers might want, and most importantly, your expertise(or lack thereof)

**Jobst Elster,
InsideLegal**

Think multimedia. Don't rely on print editorial; combine with video, blogs & speaking to maximize message.

**Amy Dvorak,
ALA Legal Management**

*Magazines love hard facts & ROI data;
we don't care if the new system also
gives everyone a warm cozy feeling.*

**Charles Christian,
American Legal Technology Insider**

*DO keep your reader engaged as
you're keeping him informed.*

**Randi Mayes,
Peer to Peer**

Co-author with a client. It's more likely to get published and it makes your client look good (and feel flattered).

**Merrilyn Astin Tarlton,
Attorney at Work**

Only write your article after receiving publication guidelines, understanding any copyright issues and clarifying reprint costs/usage. Though many publications are now web-based, these tried and true media conditions are evergreen.

**John Bowers,
ABA Law Practice Today**

Golden rule: Don't ever "repurpose" your previously published piece without calling the editors attention to that fact. It's a tough call on who looks worse in that situation: you or the editor.

**John Bowers,
ABA Law Practice Today**

Regularly read the publications for which you want to write. You'll learn the style and the editorial preferences.

**Merrilyn Astin Tarlton,
Attorney at Work**

Work hard! Thought leadership is more than one article; create a resource center on your website.

**Amy Dvorak,
ALA Legal Management**

*Is the exciting article you pitch going to
be the dull article you deliver after
everyone else says you can't write that?*

**Charles Christian,
American Legal Technology Insider**

Cultivate a second more casual writing style. Help your readers to feel comfortable and understand easily.

**Merrilyn Astin Tarlton,
Attorney at Work**

DO start with a strong thesis sentence or two. The opening paragraph should invite the viewer to read more.

**Randi Mayes,
Peer to Peer**

Don't draft an article, draft a three sentence synopsis. Prior to toiling for hours on an article that may never get placed, write a brief summary of the article selling the concept.

**John Bowers,
ABA Law Practice Today**

*Give your readers something
immediately actionable that will
make them more successful.*

**Merrilyn Astin Tarlton,
Attorney at Work**

*Get published by pitching first – not
by sending whole piece/assuming
it automatically runs.*

**Amy Dvorak,
ALA Legal Management**

*DO combine education with
entertainment; your readers should
enjoy reading your article.*

**Randi Mayes,
Peer to Peer**

Be flexible. Many publishers have multiple platforms – not just the one you’re pitching.

**Amy Dvorak,
ALA Legal Management**

Think back to childhood and learn to share ... your ideas, expertise, best practices, mistakes made, and triumphs.

**Jobst Elster,
InsideLegal**