



Public Relations is a powerful marketing tool that should be part of any law firm marketing plan. Unlike the usual PR firm, we will not charge an outrageous retainer and then fall short on results. We work with clients to create affordable and effective public relations plans. Our strategies are based upon your needs – one size does not fit all. So, do you want to be known as an expert in a particular area? Do you want to be the lawyer a reporter calls when a resource is needed? Do you want to have more content to market your legal practice? Many law firm websites and individual attorney bio pages have a “News” section. These sections are often not kept up to date – do not let this happen to you.

We offer the following public relations services:

- Draft and distribute press releases
- Create media distribution lists
- Establish relationships with appropriate reporters
- Pitch stories to reporters
- Public relations training

**Contact us to discuss your needs and we will provide a free cost estimate.**