

Law Blog

Amazing tool

Three main features:

1. Timelessness



week

month

1 year

5 years



Time



Everyone article is always read



your client

I don't know what to do with my life



your client

Maybe I will set up a business



your client

I am a businessman and need a lawyer

↓
5 years

Article



Time



Your articles are read by people who were not your clients in the time of writing

2. Cross border



Your blog is read everywhere

3. Mass scale

**Your law blog is read by
countless people**

What is a law blog?



**Your law blog is
a tool for communication**



**... so it needs a different style:
you should TALK to your readers**



**This is really important
but easy rule:**

WRITE AS YOU SPEAK

What is the goal?

Relation!!!

**Relation is
an emotion
which includes**

Trust

&

respect, liking,

admiration, etc...

Trust comes from:

being a lawyer

being a lecturer

having a PhD degree

being well known in a certain trade

specializing in a certain trade

etc.

Other emotions

comes from:

getting to know who you are

**(your photo, communication, your personal style,
writing whenever you want and how long you want
at the moment, using video and audio, etc.)**

**Trust and
other emotions**

=

deep Relation

deep Relation

=

better Google position

+

more crowd in a blog

+

**more private e-mails and calls
from clients**