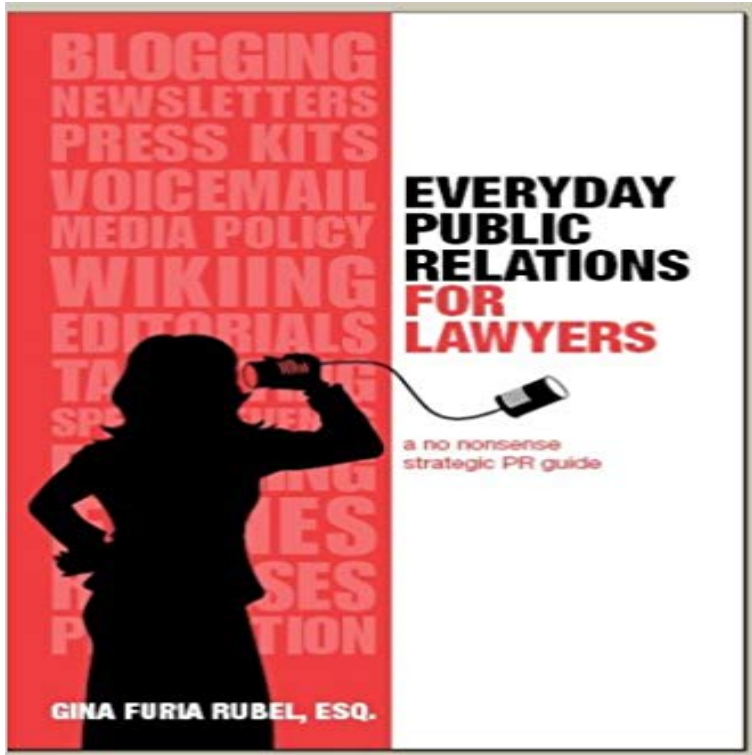


Everyday Public Relations for Lawyers: A No Nonsense Strategic PR Guide



Attorneys can no longer ignore the power of public relations and marketing. This straight forward and practical guide covers everything that seasoned, new lawyers, and law school students alike need to know about promoting themselves, their law firms and their practices. Everyday Public Relations for Lawyers provides hands-on advice on all aspects of public relations, from the dos and donts of media relations to controlling your message to harnessing the power of the Internet, including Web 2.0. From GoogleMaps(tm) and Craigslist(tm), to wikis and blogging, this book has it all. Start your PR journey by walking through the strategic planning process. Learn how to establish ethical and measurable public relations goals and objectives, define how you want to be perceived, identify your key messages, and determine your target audiences. Once the basics of your plan are in place, learn how to put the media to work for you, how to plan for and manage media interviews and how to write media-savvy articles, opinion-editorials (op-eds), FAQs, tip sheets, newsletters and more. Find out how to land and leverage speaking engagements, how to plan and manage special events, and how to apply for and create awards for positive publicity. Part II of the book provides details and examples for all the tools you need to make your public relations successful including press releases, media photos, backgrounders, letters to the editor, Q&As, fact sheets, calendar listings, media advisories, press kits and conferences, measurement tools, tactics and techniques. Everyday Public Relations for lawyers is a must read.

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