## **Videos**

key concepts.

All of your written content -

can be turned into short

video segments featuring

your lawyers breaking down

blog posts, client alerts, slides



Upload webinar recordings to YouTube and email to attendees and non-attendees and break them into multiple short-form videos to post on social.

Recordings

### **Webinars**



The same information and slides can be repurposed into a webinar which can raise your visibility and give you future content.

# **Attorney Emails**



Attorneys can include blog posts. client alerts and invites in personal emails to provide value and be top mind with key clients or prospects.

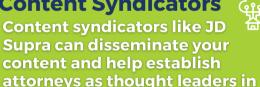
## **Website Bios**

their practices.



Highlight presentations and articles on web bios to help enhance professionals' credentials and raise their profiles.

# **Content Syndicators**





The Circle of Law

What can you do with a single piece of content?

## **Seminars**



Host in-person seminars on legal issues impacting your clients. Offer CLE credit as well as networking time to increase attendance.

### **Articles**



Summarize the main speaking points from a webinar and create a long-form article or blog post to send to those who missed it.

### **LinkedIn Profiles**



personal brands by highlighting speaking engagements, articles, webinars, client alerts, videos or blog posts on LinkedIn.

# **Multiple Blog Posts**



A longer article can be broken into multiple shorter blog posts that can also be distributed via an Enewsletter or subscrbed to via RSS.

### **Podcasts**



Record and repurpose the audio of a webinar and turn it into a podcast to extend Its reach and audience.