



### 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.

### Videos



All of your written content - blog posts, client alerts, slides - can be turned into short video segments featuring your lawyers breaking down key concepts.

### Recordings



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

### Webinars



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

### Website Bios



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



## 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.

### Content Syndicators



Content syndicators like JD Supra can disseminate your content and help establish attorneys as thought leaders in their practices.

### LinkedIn Profiles



Attorneys can enhance their 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 E-newsletter or subscribed to via RSS.

### Podcasts



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