



Becoming an Ace Scrivener - Writing with Confidence

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Agenda today

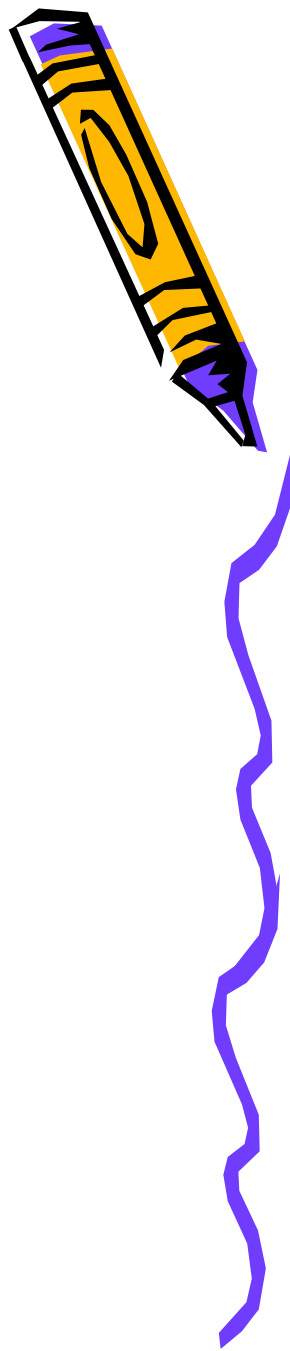


- Fundamentals
- Types of writing within the law firm marketing function
- How to approach each type of writing
- Assisting your attorneys with writing assignments



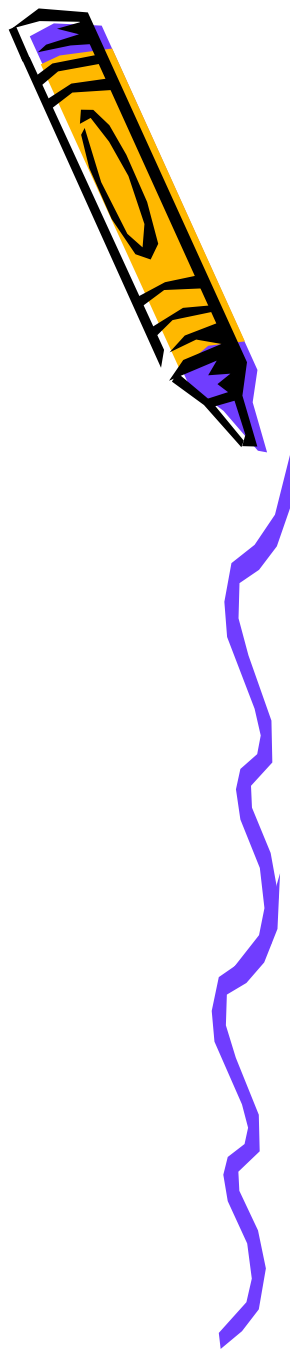
Your agenda

- What do you want to discover or leave with?



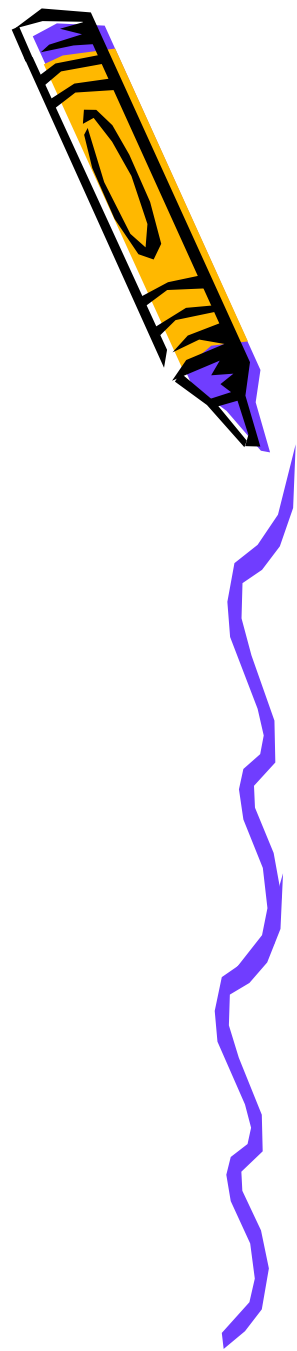
Three "Must Knows"

- Know your audience
- Know your story
- Know your objective



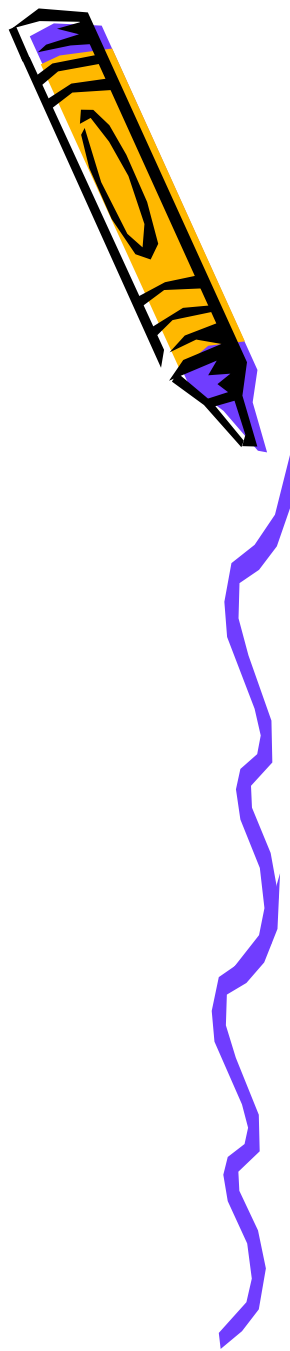
Know Your Audience

- Business decision maker
- Individual decision maker
- Referral source
- Potential recruit
- Reporter/editor
- Adversary



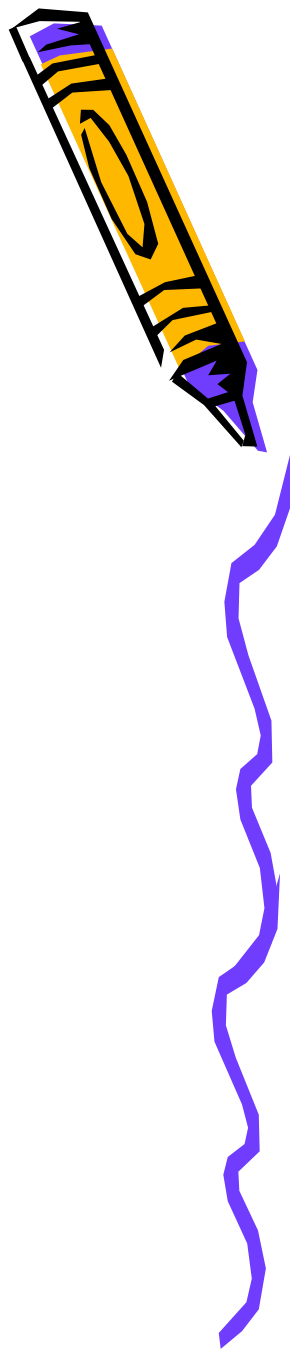
What about them

- What they want
- What they don't want
- Their communication style
- Their common language



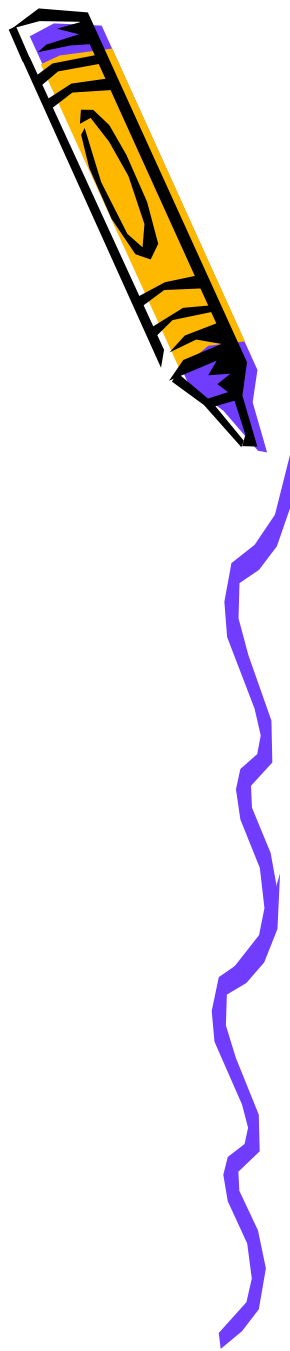
Know Your Story

- What's news
- What's important
- What's helpful
- What's timely



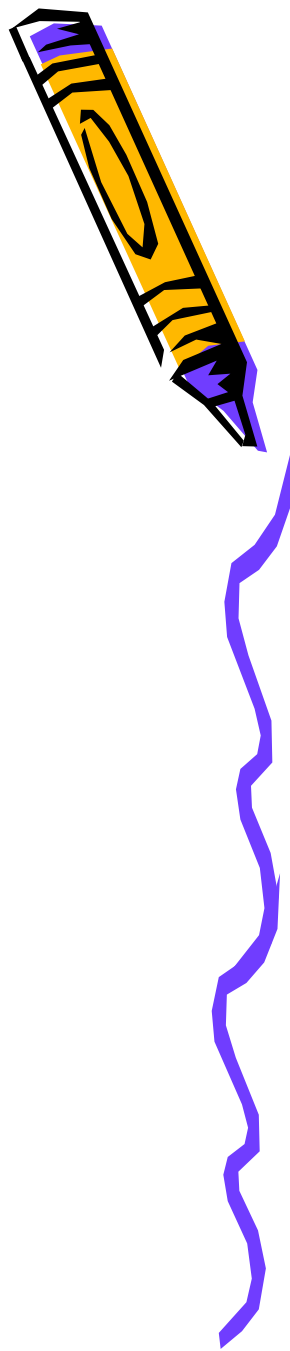
Know Your Objective

- Inform
- Persuade
- Next step
- Close



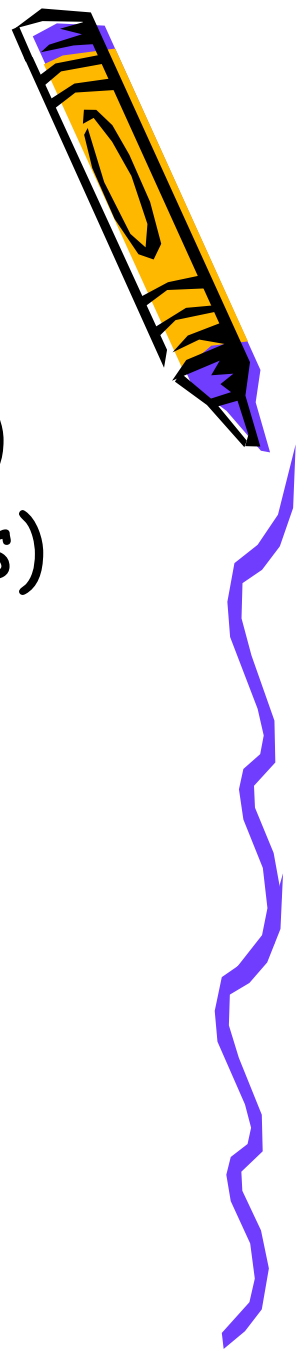
How Do Words Work

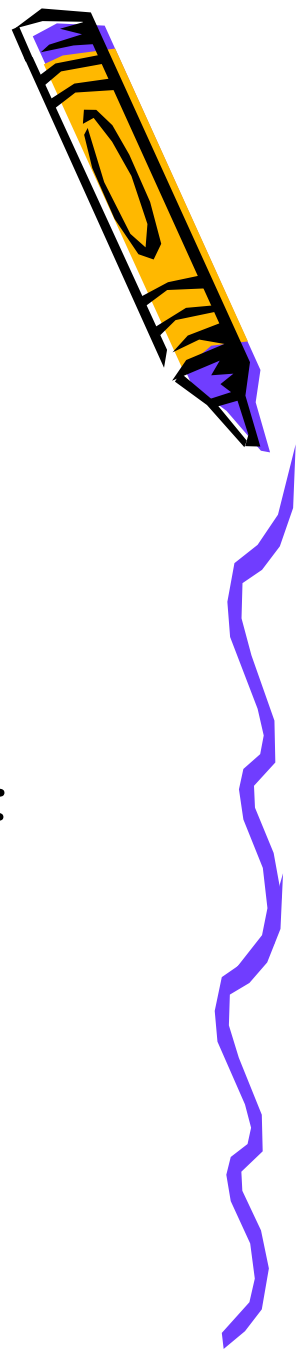
- Content
- Context
- Meaning
- Implied experience
- Word of mouth



Marketing writing

- Sales (ads, brochures, promotions)
- Publication (news releases, articles)
- Business (letters, requests)
- Speech (talks, seminars, announcements)
- Web
- Proposal (RFP, RFI, pitches)





Two are the exclusive province of marketing staff

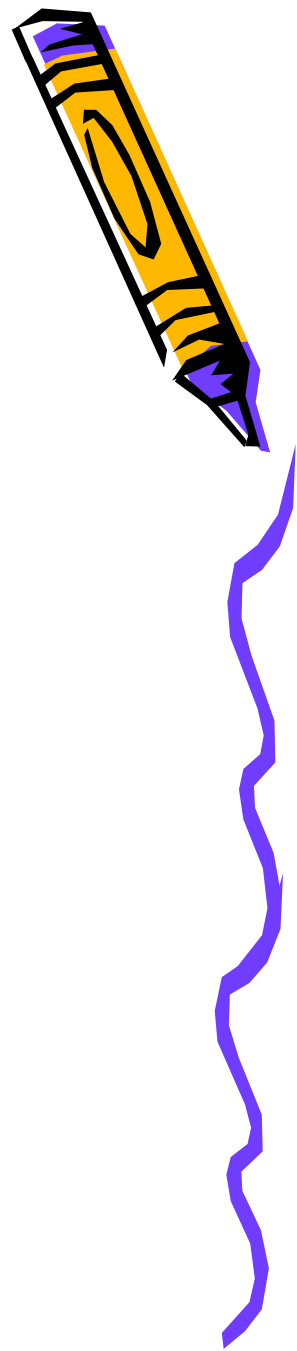
1. Sales
2. Web

Others are at best collaborations of attorneys and marketing



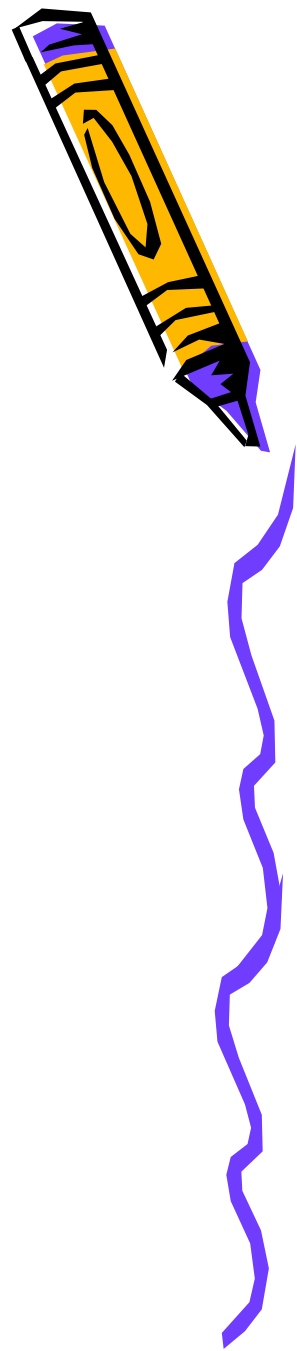
Writing for Sales

- Benefit centered copy
- Minimum of technical jargon
- Use of metaphors, similes
- 14 word headlines, max



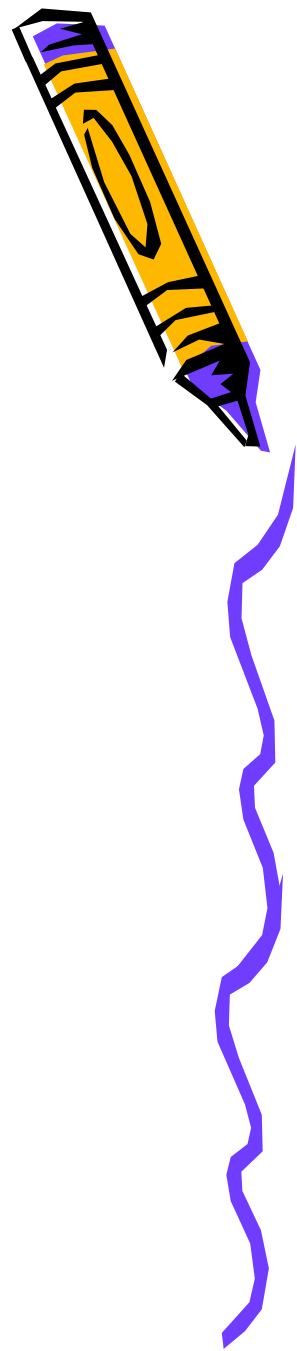
Writing for Sales

- Powerful words
- Magic numbers
- The offer
- Call to action



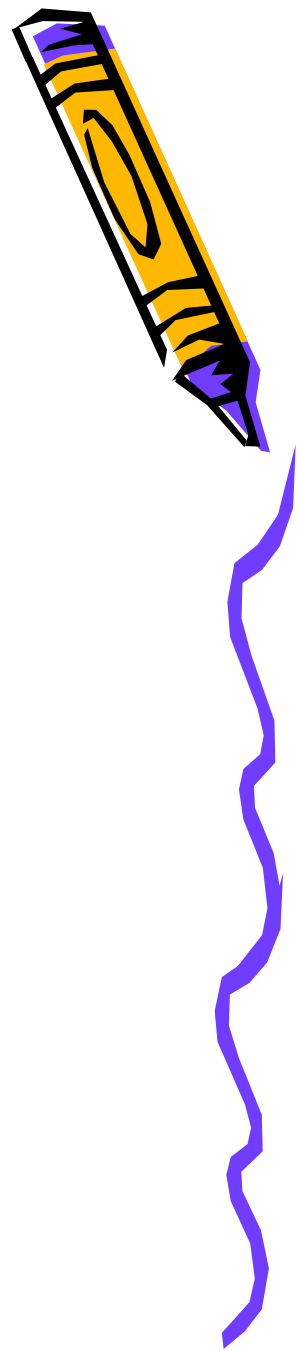
Writing for Publication

- Story centered copy
- Facts first for news
- Inverted pyramid
- Color first for feature
- Make it personal



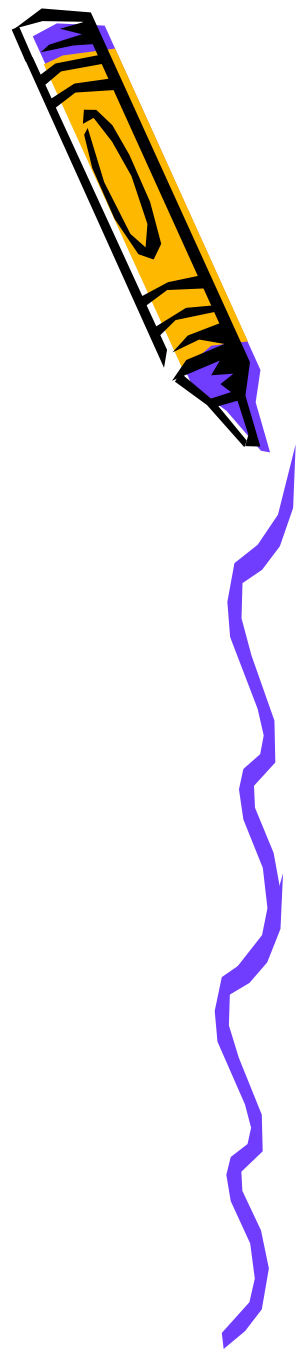
Format for media

- News release
- Commentary or feature
- Slug or byline



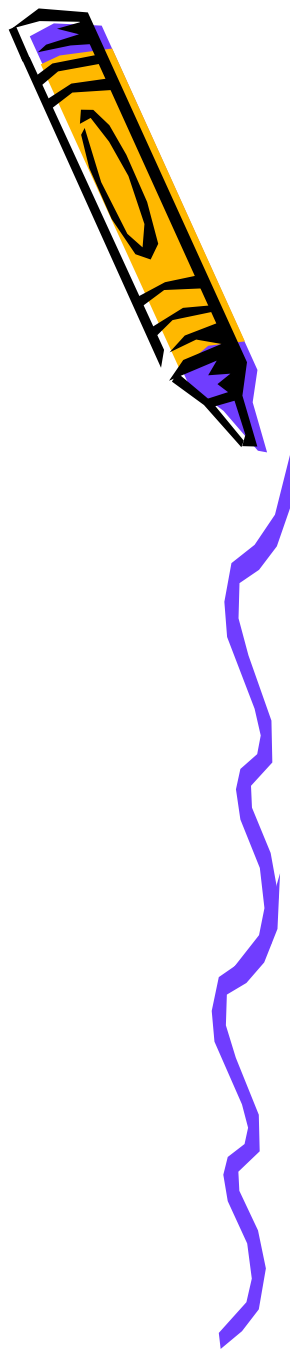
About Media Relations

- Ask first
- Understand the reporter's beat
- Make relationships, not contacts
- "Business development" process



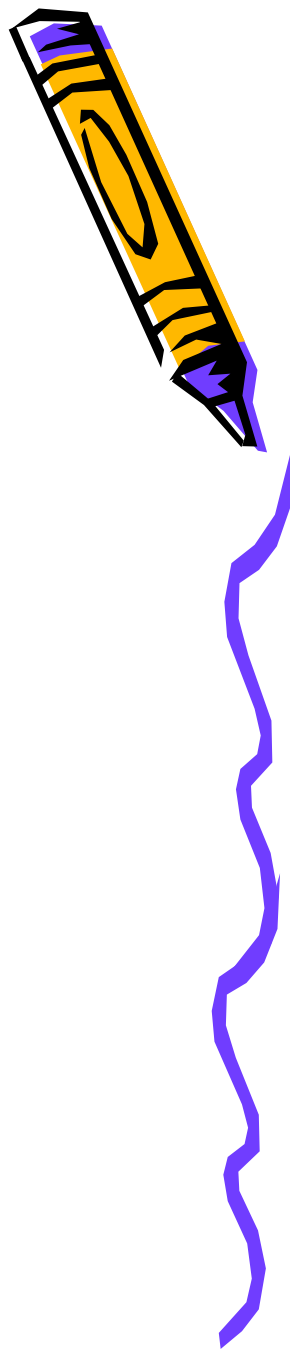
Writing for Business

- Action centered copy
- Minimum text to get the message across
- Bullets and lists
- Follow up process



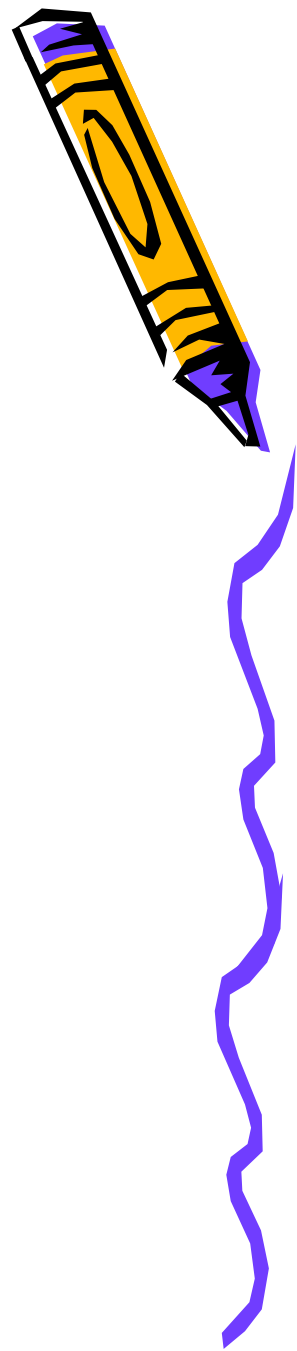
Writing for Speakers

- Information-centered copy
- Good opening
- Timing of delivery
- Vocal variety
- Visual aids
- Gestures



Presentation Software

- Be a speaker, not a reader
- Use key ideas, simplify
- A picture is worth...



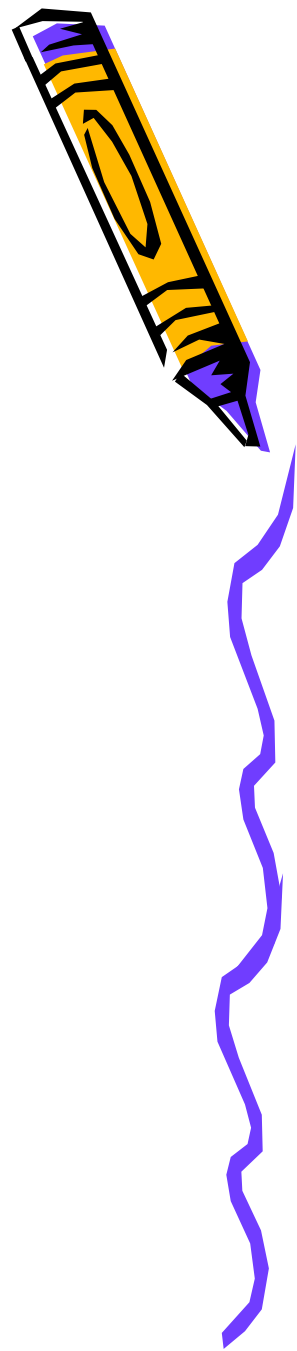
Writing for Web Sites

- Time centered copy
- Top is brief
- Navigation (user experience) is key
- Deeper is longer



Writing for Proposals

- Need centered copy
- Form is crucial
- Answer all questions
- OK to say "no"
- Watch the BS quotient



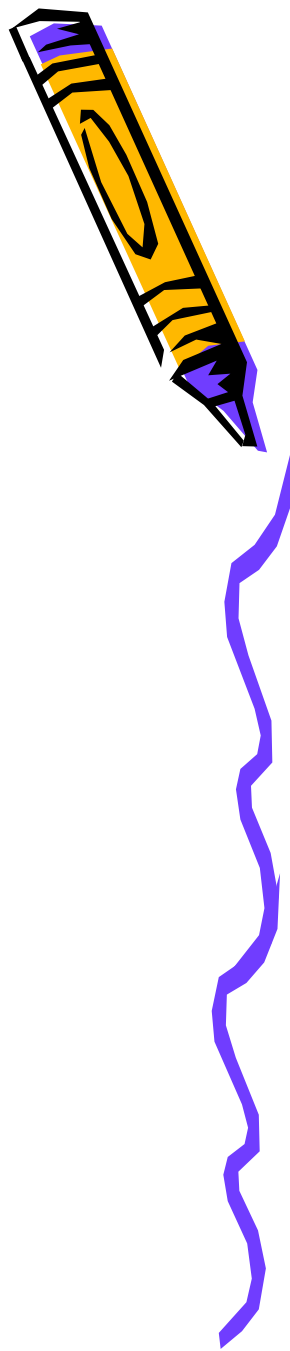
Writing Comprehension

- Look at line lengths
- Make copy active and jargon-free
- Use transitional words and phrases
- Get the tone right



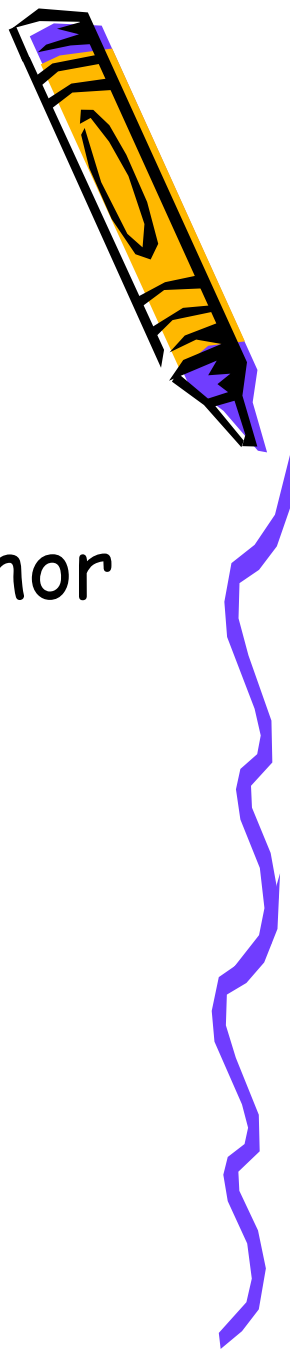
Six writing structures

- Categorical - groups by type
- Evaluative - yes or no
- Chronological - then to now
- Comparative - this > that
- Sequential - first, next
- Causal - leads to



Helping Lawyers Write

- Understand their world
- Look for content, then find an author
- Celebrate the willing
- Nag, nag, nag
- Spread the good word around





Questions?

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