

# Blogging in One Hour for Lawyers

Ernie Svenson

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ERNIE SVENSON



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**Ernie Svenson : Blogging in One Hour for Lawyers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Blogging in One Hour for Lawyers:

2 of 2 people found the following review helpful. I Love Recommending This BookBy RouxvihnnAnswering lawyers questions about blogging became a whole lot easier after the publication of this book. Explaining what a blog is, how to set one up, promote it, monitor it and what to write about was always a long and sometimes complicated conversation. Not anymore! Today I simply point interested attorneys to Ernie's book. His clear writing style and step-by-step instructions make it possible for any one - any attorney to set up a (hopefully successful) blog.1 of 1 people found the following review helpful. Blogging for Lawyers: This is the Definitive GuideBy DSCErnie Svenson was on the cutting edge of lawyer blogging when few lawyers knew what a blog was. Years ago at [...] he began to provide thoughtful and useful commentary for lawyers and others interested in the law, productivity and the well-examined lawyer life. In this book, Ernie shares his craft with the rest of us. While it is concise, well written and free from technical jargon, it takes the would-be law blogger well beyond blogging kindergarten. This book is for every lawyer interested in setting up a full-fledged blog--or even a firm website with dynamic content.1 of 4 people found the

following review helpful. Smart Marketing for Smart Firm Lawyers By Kenneth Vercammen I read this book from cover to cover to help me write my book for the ABA, Smart Marketing for Smart Firm Lawyers. My staff implemented many of the ideas to improve our office. The ABA has the best books for helping attorneys, and this is one of them. Smart Marketing and the Small Firm Lawyer List Price: \$59.95 Author(s): Kenneth A Vercammen Sponsor(s): Solo, Small Firm and General Practice Division Publisher(s): ABA Book Publishing ISBN: 978-1-62722-484-0 Product Code: 5150468 2014, 156 Pages, 7 x 10 Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover: \*Creating a blog for free\* How to leverage a wide array of social networking sites (like Facebook, Martindale Hubble, Yelp, etc.) \*Best practices for marketing within the law office\* Low-cost and no-cost marketing activities \*Tips to increase your efficiency and reach\* And more! Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most of the marketing opportunities that exist with Smart Marketing for the Small Firm Lawyer.

Until a few years ago, only the largest firms could afford to engage an audience of millions. Now, lawyers in any size firm can reach a global audience at little to no cost all because of blogs. An effective blog can help you promote your practice, become more "findable" online, and take charge of how you are perceived by clients, journalists and anyone who uses the Internet. Blogging in One Hour for Lawyers will show you how to create, maintain, and improve a legal blog and gain new business opportunities along the way. In just one hour, you will learn to: Set up a blog quickly and easily Write blog posts that will attract clients Choose from various hosting options like Blogger, TypePad, and WordPress Make your blog friendly to search engines, increasing your ranking Tweak the design of your blog by adding customized banners and colors Easily send notice of your blog posts to Facebook and Twitter Monitor your blog's traffic with Google Analytics and other tools Avoid ethics problems that may result from having a legal blog

From the Author My book is a practical guide for lawyers who want to use the web to get more good work from good clients. The secret power of the web is that it allows you to attract people who appreciate you, and your approach to work and life in general. The best clients will come to you naturally when you come across as knowledgeable, forthright, friendly, and --most of all-- approachable. Many lawyers don't know how to use a website properly and come across as superior, and aloof.