

Unlocking the Marketing Potential of Your Bar Membership

By Karen Korr, Full Korr Press

As an attorney competing for business in an increasingly competitive environment, maximizing your marketing dollars is critical. Your bar association membership should be considered one of the best and most cost-effective marketing tools available. Whether you're a seasoned practitioner or a new attorney, leveraging your membership can significantly enhance your visibility and position you as a go-to candidate for referrals from your colleagues. Here are some ways you can make the most of your bar association affiliation.

Tap into Association Listserves. Regardless of your area of practice, association listserves offer a valuable platform to connect with other attorneys.

- **Ask Smart Questions:** Engage actively by posing thoughtful questions related to legal issues or practice management. Your inquiries will not only help you gain insights but also showcase your expertise.
- **Answer Queries:** Be generous with your knowledge. When fellow attorneys seek advice, provide well-researched answers. Your helpful contributions will enhance your reputation.
- **Share Relevant Content:** If you come across news articles, case summaries, or legal updates, share them on the listserves. By doing so, you contribute to the legal community and increase your visibility.

Become a Thought Leader

- **Write Articles:** Contribute to the association's newsletter, journal, or blog. Share your expertise on specific legal topics, recent court decisions, or practice tips. Writing articles establishes you as a thought leader and keeps your name in front of your peers.
- **Editorial Board Participation:** Consider joining the editorial board. As a board member, you can collaborate with other attorneys and encourage them to share their insights. This collaborative effort benefits the entire legal community.
- **Educational Initiatives:** Present at CLE programs. Offer practical guidance, share case studies, and address emerging legal trends. Alternatively, organize webinars or workshops that address educational gaps within the legal profession.

Optimize Your Online Profile

- **Member Directory:** If your bar association maintains an online member directory, ensure that your profile is up-to-date. Include relevant information about your practice areas, achievements, and affiliations. And don't forget to include a current headshot.
- **Social Media Links:** If possible, link your profile to your social media channels, blog posts, articles, and professional website. A comprehensive online presence reinforces your credibility.

Engage on Social Media

- **Join the Discussions:** Participate in discussions related to your practice area. Share insights, comment on relevant topics, and demonstrate your expertise. Respond to

articles or posts about general law practice management. Engage with questions posed by other legal professionals.

- **Amplify Existing Content:** Like and share posts from your bar association's social media accounts. By doing so, you contribute to the association's visibility and strengthen your own network.

Consider Leadership Roles

- **Volunteer:** Explore leadership opportunities within your bar association. Serving on committees, task forces, or boards not only heightens your visibility but also allows you to give back to the legal community.

Most importantly, be an active and involved member. Attend meetings, join committees, and routinely participate in association events. Be open to networking with attorneys in all areas of practice, judges, and other legal professionals and keep the door open to referrals and collaborations.

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