

# Stop whining & start writing

One of the most effective ways of raising your professional profile and demonstrating your credibility is to get published in appropriate publications – all you need to do is start writing.

## What to write about

The topic you choose will depend largely on where you intend the article to be published, but these options cover most of the themes:

- Case law – write about a recent case that is relevant to your practice area, even if you were not personally involved. The article should outline the case, the decision reached and how that decision will impact on the industry involved and what people need to do in response to the evolving law.
- Legislation – write an article alerting readers to new or changing legislation and commenting on the immediate and potential impacts on people, business and industry.
- Case studies – write about your experience with clients, respecting their confidentiality of course. A suggested format for this type of article is to outline the business issue faced by your client, the solution you developed to resolve the issue, and finally, the outcome and results for the client.
- Trends, movements or developments that impact on your clients – the law is constantly influenced by changing social standards, technological advances and local and global politics. As a worker at the 'coalface' you are in a position to notice these changes. Write an article that outlines your observations, the reasons behind the changes and the current and potential impacts.
- Timely advice – in some areas of law, advice can be provided on issues which regularly arise and can be predicted. Write an article that explains the issue, the impact, the reason the issue arises at this time and what to do to manage the issue. For example an article discussing an employer's responsibility for employee safety at Christmas parties is perfect for November/December.
- Checklists based on frequently asked questions – think about the questions new clients repeatedly ask you, regulations or requirements that clients are surprised to hear about or issues that many clients find difficult to understand. Take these ideas and create a checklist or tip list that will be a basic guide for understanding complicated concepts. Such as '10 things you must do to protect your business' intellectual property' or 'A step by step guide when facing a maritime emergency'.

**OFFICE** 07 3211 4299  
**FACSIMILE** 07 3009 0015  
**EMAIL** [info@auroramarketing.com.au](mailto:info@auroramarketing.com.au)  
**ADDRESS** Suite 403  
303 Adelaide Street  
Brisbane Qld 4000  
**POST** PO Box 10155, Adelaide Street  
Brisbane Qld 4000



## Structure of your article

Whatever topic you choose to write about, it is important to always answer six basic questions – who, what, when, where, why and how.

- Who is involved or affected?
- What has happened?
- When did it happen?
- Where did it happen?
- Why did it happen?
- How did it happen?

Try to answer all of these questions, even briefly, in the first two paragraphs. This will ensure your readers get the information they need upfront before delving into the detail.

## Where to publish

There are a number of options for where you can publish your article, including:

- Industry and trade magazines/newsletters – eg. Mortgage Brief, IT New, etc.
- General publications – eg. The Courier Mail, City News, Brisbane News, etc.
- General legal publications – eg. Proctor, Brisbane Lawyer, etc. (But remember: legal publications are good for building your profile if your clients are lawyers; otherwise, your efforts are better invested in reaching potential clients.)

To get a solid understanding of the most effective places to publish your articles, do some research - discuss options with your colleagues, ask your clients what they read and search the internet.

Once you have a list of potential publications, make sure you have a solid understanding of each of them before you send your article. Each publication will have its own tone, level of formality and article length, which may require you to modify your article. Contact the editor and discuss what they look for when selecting articles to publish.

## Once you have been published

Don't let any opportunity for promoting yourself fall by the wayside – once your article has been published make sure everybody knows about it. Scan the published article and print colour copies or e-mail to clients (providing this does not infringe copyright). Get extra copies of the publication to give away and to leave in the office foyer. Use the article as a basis for a seminar and make sure you include a snippet in the firm's newsletter and on the website.

Aim to publish at least four articles each year. That's only once a quarter and the ongoing results will be well worth the effort.