

Why Every New Lawyer Should Blog

By Bryan M. Gramlich

Chances are that your first job will not necessarily be an exact match with the area of law you would most like to practice. A challenge all new lawyers face when first entering the legal profession is how to direct their career in the direction they want it to go. For example, how can a young litigation attorney start to build a trademark litigation practice without first having clients with trademark problems? One simple way to introduce your name and your area of interest to the legal community and potential clients is to start writing a legal blog. Additionally, a good blog will appear in Internet searches about you instead of generic directory websites.

A legal blog is a great way to immerse yourself in a topic in which you have interest. A new lawyer can report on recent cases from the local area or from around the state and country or troubleshoot potential gaps in areas of the law. Blogging is not only great for learning about the specific area in which you are interested; it can connect you with potential clients and future employers and hone your ability to write for a diverse audience.

Catch the Eye of Potential Clients

As all young lawyers know, it can be exceedingly difficult to build a client base while working as an associate attorney. A blog can connect you with potential clients who find you while searching for a solution to a problem they may have. Even clients who come to you or your firm through a referral are likely to do a cursory Internet search of you prior to handing over a fee for your services. A good legal blog in your practice area shows potential clients you are paying attention to the issues in the area and will stay on top of their legal needs. It can also show potential clients that you understand the practical effects that a case or law can have on a business, a skill every effective lawyer must possess.

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Create an Online Portfolio for Potential Future Employers

A potential employer is going to Google you before they ever meet you in person or conduct a phone interview. A good blogging history can show a potential employer that a job candidate is knowledgeable in an area of law even if the candidate's resume does not necessarily reflect a great deal of experience. Legal employers want to know that you are seriously interested in the area of law for which you are applying. To keep a consistent example, if a new lawyer applies for a position as a trademark attorney and the first Google results are blog posts about relevant trademark issues, the hiring attorneys will see that the new attorney is serious about the trademark practice and already knowledgeable in the area.

Learn to Write for a Diverse Audience

Perhaps the most useful skill you will acquire from writing a legal blog is learning how to write for a diverse

audience. Good blogging will tell clients how a case or issue will affect the bottom line of a client's business. However, the blog must also tell the informed reader why a case or issue is legally intriguing. Additionally, as a young lawyer, it is easy to forget how to write for a non-legal professional. Blogging is a great way to learn or re-learn how to present the law to a non-lawyer in a way that is easy to understand.

For these reasons and more, legal blogging is a vital tool for a new lawyer to learn new writing skills, create a new means of client development and to further his or her own career.



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