Top Tips for Bar Bloggers

Blogging, writing and your professional image

by Tim Eigo @azatty

Webinaring with the smart folks of NABE, March 18, 2015
Increase traffic to your website

Enhance exposure and reach

Share your knowledge and experience
Today’s Path

1. Why?
2. What *is* it?
3. I get ideas.
4. Approach
5. Quick tips
WHY BLOG?
Your blog goals and mileage may vary ...

Sharing content

Owning niche

Curiosity

Exhibiting expertise

Building connections

Conveying a message

Thought leader

Engaging audience

Gratification
Additional communications goals ...

Gauge reader interest

Share blogging tips

Improve writing skills
Fight invisibility
Share exponentially
Yes, you’re being Googled.

“I can’t explain it—it’s just a funny feeling that I’m being Googled.”
It’s fun to beat your competition.
Be yourself?
Yup.
That’s not his own lunch he’s eating.
But blogging is not ...
Just say no to the selling and marketing.
Always be closing.

Good for movies
Bad for blogs
“Thinking digitally”
The “State of Blogging”

- Trust, influence and popularity
- 33% of Internet users say they read blogs, 11% daily
- 31% of people report a blog may influence a purchase
- Blogs > influential than other social media tools at driving choices
Locating and extracting ideas
Food, community meld in #dtphx Kickstarter, gains praise of @UpwardProjects owner

The other day I covered an interesting Kickstarter that downtown Phoenix advocates may want to support. It is for a new restaurant called The Dressing Room, and it is the vision of two men, Troy Watkins and Kyu Utsunomiya. My story features the positive comments of attorney Nicole France Stanton. https://azatty.wordpress.com/2015/02/13/lawyers-like-dtphx-restaurant-startup-idea-so-might-you/

In the article, I promised to let you know if I heard back from Lauren Bailey, co-owner of Upward Projects—which owns and manages some pretty cool eateries, including Postino and Windsor/Churn. She appears in the video for The Dressing Room project. I heard back! Lauren sent me a quick note:

"Well, if you're going to do a Kickstarter, you might as well make it as enjoyable as possible, right? We are opening a brand new, high-end restaurant bringing Phoenix a full service brunch concept. It will be a natural extension to our Postino and Windsor/Churn concepts by creating a new, local, fun and standout brunch in a Victorian style building. If you have any questions or need help in any way, I am here for you. Thank you for considering us!"
“There is nothing to writing. All you do is sit down at a typewriter and bleed.”

SIDEBAR: fear/find ideas
Writing is hard.

Finding & Keeping Ideas

- Pad
- Cellphone/Evernote notes
- Newsjack
- Crowdsourcing
- Interview smart folks
- Invite guest blogs
- How-to posts
- List posts
- Annual events
- Leverage your strengths: Video, infographics
Blog post ideas can be found in ... 

... your calendar
Picture this, with angry lawyer hordes.
Finding an approach
Let's get schwaggy.

Here is my annual slideshow of select swag (OK, promotional items) provided by exhibitors at the Bar Convention.

A caveat: This is not all there is. What is shown here is an extremely subjective, personal selection made by me. I tend not to pick up pens (they're nice, but meh).

Thanks again to the exhibitors for helping make the Convention more affordable.

Archived Entry

Post Date:
June 12, 2014 at 1:05 pm

Category:
Change of Venue, Convention, State Bar of Arizona News

Tags: Convention, swag

Why I blog … how’d I start … why it’s valuable
A blog teaches me to be comfortable learning in public.
Blogs are not just one thing: beyond words
Great cartoon by Tom Toles @washingtonpost re massacre at Charlie Hebdo in Paris.
A @newyorker ad that must make Postal Service workers smile.
An Inspired Uncle Vanya at Phoenix’s @Space55

ANTON CHEKHOV’S
Uncle Vanya

ADAPTED & DIRECTED BY CHARLIE STRAK
MARCH 14 - 30, 2013
THURSDAYS - 7:30 PM, FRIDAYS & SATURDAYS - 8:00 PM.

Anton Chekhov’s Uncle Vanya finds its perfect match in a current production at Space 55 (http://www.space55.org/show/uncle-vanya/). Well acted and

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Olney Gallery
Trinity Episcopal
Cathedral 100 West
Roosevelt, Phoenix, AZ
85003
March 6, 6-9pm
March 7, 11-5 pm

Come see “Needy Now” a 60” x 48” acrylic impressionist painting and many other wonderful paintings in various sizes from a one woman show by award winning Arizona artist, Dair Deckert.

Artist-lawyer Dair Deckert’s 1-woman show opens March 6, Trinity Cathedral #dphs
Worth watching on Veterans Day: Linus from Peanuts recites “In Flanders Fields,” by John McCrae.

Glendale #AZ police debut new badges for #SuperBowl
Thank you to @BCHSPhoenix for inviting me to speak on writing at last week’s Career Day. Smart kids!

Filed under Bourgade Catholic High School, Phoenix, Career Day, writing, editing, life satisfaction
Lawyers gathering for strategic communications prozos. Let's get started! #BLI15
Yes, you can touch, interact with #WarholPHX Silver Clouds at @phxart!
Great @phxart #Warholphx show opens soon.
Tips & suggestions
4 strategies for success

1. Write to the medium
2. Be time-relevant
3. Be socially relevant
4. Be strategic and offer guest-post possibilities

—Hat tip to Kevin O’Keefe
Guest posts reap benefits

Guest Post: Viewing Recall Election History, Effort vs. Sheriff Joe Arpaio Faces Long Odds
Posted by azatty under Change of Venue, Legal events | Tags: Arizona, Joshua Spivak, recall, Sheriff Joe Arpaio | (edit this)
Leave a Comment

Recall has been a part of Arizona since it attained statehood, and the past few years have seen some remarkable instances of its use. This year, organizers launched a recall effort against a lawmaker.

In that context, I'm pleased to provide space for an insightful guest post today, by attorney Joshua Spivak. Among other accomplishments, he wrote his master's thesis on the subject of the history of the recall. (Book in 1998 when no one was paying attention to the subject.) He has authored one of the very few peer-reviewed academic articles on the subject for California History, and he has begun work on a book on the subject. I welcome Joshua, and invite your own thoughts and comments. More of his bio, and links to his own blog, are below the post.

Here's Joshua:

Following the success of the 2011 recall of State Senate President Russell Pearce, immigration rights groups and others are now aiming at a more prominent official—Maricopa County Sheriff Joe Arpaio. The recall attempt has already seen some bizarre theater, but a look at the use of the recall around the country will show that the anti-Arpaio forces have a massive hill to climb in order to get anywhere near the ballot.

Guest Post: The Evolution of Google Results for Lawyer Searches
Posted by azatty under Law Practice, Social Media | Tags: Google, lawyer, Morgan Law Firm, pay per click, PPC, Scott Morgan, SEO | (edit this)
1 Comment

The power of the Internet to transform business has been revolutionary. And in that transformation, Google and its functionality have been leading change-agents.

Attorneys—already occupied by the law and business sides of their work—likely scratch their heads at the possibility of being “found” by anyone among Google’s billions of bits and bytes. That’s why I was pleased to hear from Texas attorney Scott Morgan, who offered a primer on the topic of getting found in Google search (more about Scott follows his great post; I’m also pleased to note that he’s a prolific blogger). And if you thought you already understood Google’s algorithm before, read on, because the math of search has changed...
Guest Post: Legal leasing tips by @dickinsonwright

attorney: Vacation rentals increase with the Big Game in town

Posted by azatty under Change of Venue, Legal events | Tags: Dickinson Wright, leasing, Pro Bowl, short-term rental, Spencer Cashdan, Super Bowl | (edit this)

Leave a Comment
Today, I’m pleased to share a guest post that could just as easily have run in Arizona Attorney Magazine. The topic and its coverage may be of great assistance to lawyers examining their office space options.

The author is Howard Ecker. Here is some brief background on Howard (a more complete

Thus, it is essential for those in the legal industry to focus on stress management. This is key for
Establish a balance between sharing original content and curated content.
Add your own commentary to curated content
Mix up your formats
Consistently share content
Make sure your blog is mobile-friendly.
Great advice by Kevin O’Keefe via the ever-alert S.F. Bar!
Find content curation tools you like
Get listed in blog aggregators
Share your new posts
Spelling and grammar matter
Timing (may) matter
Don’t burn yourself out
Repurpose your larger content
Revisit your evergreen pieces
Look for opportunities to newsjack.
Let’s get visual
Reach out to your community
You are unique.

Use your personal experiences
These are their (your) stories
Finally:
Signs of a successful blog
Consistently offered

Specific topics
Topic constellation

More than a link
Responds to reader comments
Write for your number-one fan
You are now reading this in my voice.

Has a distinct voice
If you can achieve this ...

—Hat tip to the S.F. Bar, for the saucy image.
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Blog: www.azatty.wordpress.com
Tumblr: itsadrylaw.tumblr.com
Vine: https://vine.co/Tim.Eigo
Amid the digital clatter, who else misses the typewriter?

Posted by azatty under Change of Venue | Tags: Bill Wahl, Mesa Typewriter, Exchange, Paul Schweltzer, typewriter, video | (edit this)

Leave a Comment
About 2,490,000 results (0.55 seconds)

**State Bar of Arizona :: Arizona Attorney Blog Network**
[www.azbar.org](http://www.azbar.org) › ... › Arizona Attorney News Center › State Bar of Arizona
The Arizona Attorney Blog Network is a collection of blogs written by attorneys and others in the legal profession.

**AZ Attorney | Writing on law practice in the Desert Southwest**
[https://azatty.wordpress.com/](https://azatty.wordpress.com/)
Writing on law practice in the Desert Southwest. ... Here, enjoy watching Robin Sewell's interview with Bill for Arizona Highways TV: ..... Blog Stats. 373,680 hits ...

**Arizona Criminal Defense Attorney Blog - Arizona Criminal ...**
[blog.arizonacriminaldefenselawyer.com/](http://blog.arizonacriminaldefenselawyer.com/)
Find Arizona criminal laws and information for criminal defense defendants by Tempe AZ lawyer criminal defense attorney and Arizona drunk driving legal ...

**Tempe / Phoenix Arizona Criminal Defense Attorney Blog |**
[brownandlittlelaw.com/blog/](http://brownandlittlelaw.com/blog/)
Mar 2, 2015 - Discussing criminal defense in Arizona state and federal courts from
Is ghost blogging ethical?
You wonder: **Why** blog?

- Promote your org/grow circle
- Build your brand/establish expertise
- Expand your network/land opportunities
- Guide/inform/influence others

Not enough reason? ...
This is just a blank slide. Its goal is to make you wonder what's coming next. Curious, aren't you? Well, try to be patient. Chat with people; have a drink. There's really nothing to see here.*

* Well, that asterisk is awkward. Didn't I just say there was nothing to see here? Get back to socializing, won't you?
Whaaat? You're on Twitter? Me too.*

* Small world! I'm @azatty – add #NABE_News to be really jazzy.
Time To Engage