



Your Reputation Is What You Want It To Be.

Someone said on the [Law Gazette blog](#) that you can't control your reputation.

Hogwash..(always wanted to use that word)

Of course you can control your reputation.

You should know exactly how what you want people to think about your law firm and then devise the strategy to make those thoughts the outcome.

Everything you do apart from operations is marketing.

Therefore you examine everything to make sure it's telling the story you want to tell.

It is not just PR. PR is just one small part of the whole symphony of marketing music.

If you want to be known as "the friendliest law firm in England" this changes the way you do things.

Same as if you want to be known as "The only law firm that guarantees to get the money you are owed in 28 days or you don't pay us a penny."

Technical competence is assumed by the prospect and client.

It's up to you to make a name for yourself.

PS Article marketing is cool but sometimes you struggle to write articles right? So take a [look at this](#) and you'll find a free offer in it that you ought to take up.

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