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To Market, To Market! Daily Journal

By Kaufman Dolowich & Voluck partner, Louie Castoria
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Marketing a lawyer or law firm requires the Flying Wallendas' sense of balance.

Like the famous tightrope-walking family, lawyers promoting themselves in the media, including social media, need a balancing pole to lower their centers of gravity and increase their moment of inertia (resistance to outside forces, such as gusts of wind). For law firms the balancing isn't physical; it's knowing and skirting the liability and regulatory risks involved in touting their skills while still stating a compelling case as to why a client should retain them, out of roughly 1.4 million U.S. lawyers.

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