

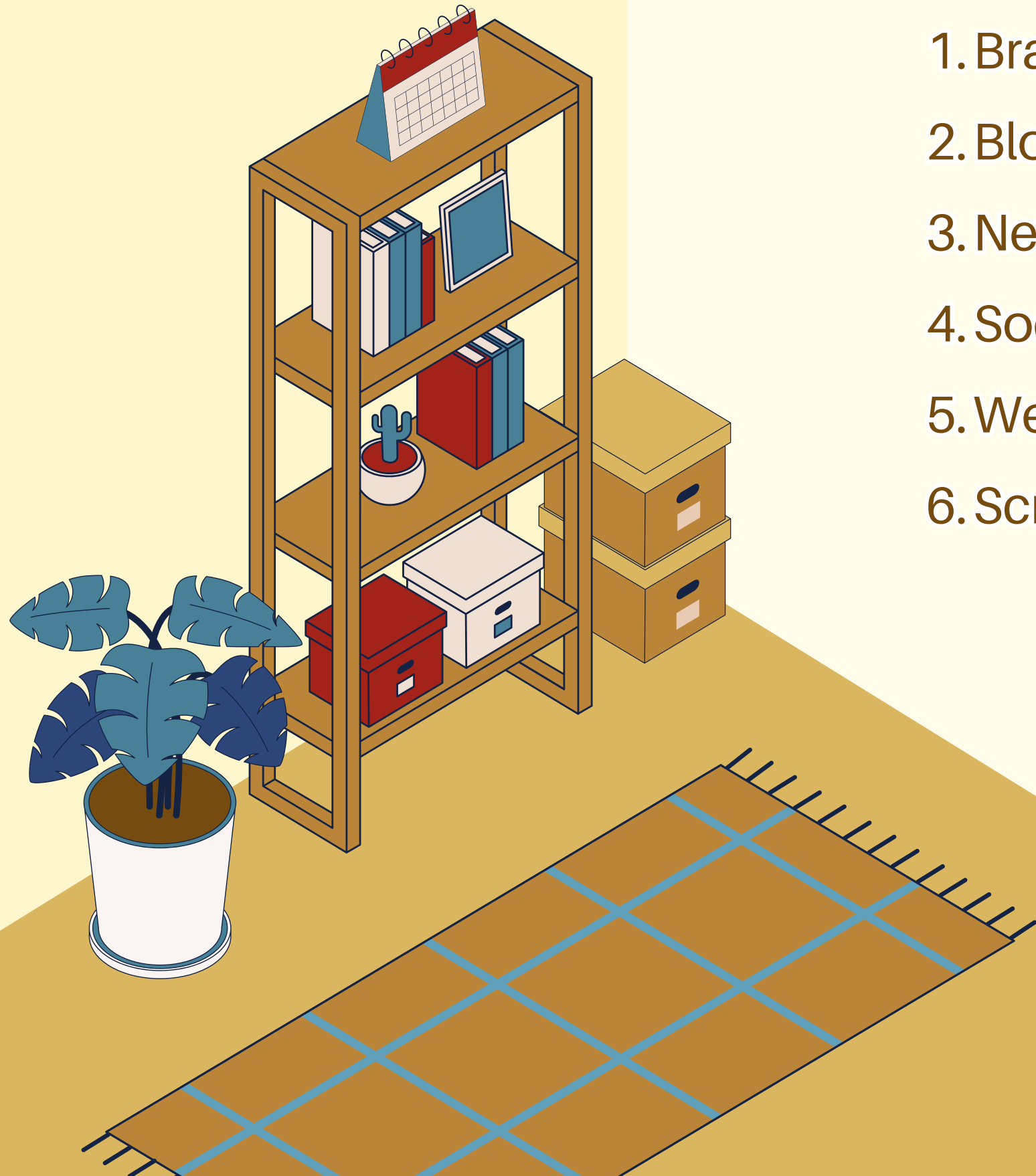
TOP 12 WRITING PROFICIENCIES

Diane Dean-Epps



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10. Humor & Creative Writing
11. Editorial/Journalistic Writing
12. Infographics



Welcome!



You've entered the house content built. I'm so glad you're here! I've got the welcome mat out for you.

Writing Expertise

Results-Driven, Audience-Focused, Engagement-Inducing Content

I help brands, businesses, and thought leaders connect, engage, and convert through strategic, voice-driven writing—often with a touch of humor that makes content memorable and shareable.

What follows are samples of my core writing services, paired with real examples of my work—featuring external platforms, audiences, and brand-facing content.

Brand Storytelling BANGS 'N' BOTOX

Creator, Writer, and Podcast Host



BANGS 'N' BOTOX
...the humorous podcast with real talk about aging that engages, connects, and entertains.



Now streaming on
YouTube Spotify
iHeart Radio amazon Music

Diane Dean-Epps She/Her

Podcast Host & Producer | BANGS 'N' BOTOX: Women Who Wear Aging Well | Author | Media Maven | Comedian | Speaker | Teacher | Serving up bold & relatable humor daily | LinkedIn Newsletter-MS. WRITE NOW

Sacramento, California, United States · Contact info

Website

1,336 followers · 500+ connections

BANGS 'N' BOTOX: Women Who Wear Aging Well

Diane Dean-Epps · You
Podcast Host & Producer | BANGS 'N' BOTOX: Women Who Wear Aging Well

From "What's your major?" to "Who's your orthopedic surgeon?"—what difference a few decades makes. Turns out, climbing the corporate ladder & gaining experience comes with creaks. The latest episode of BANGS 'N' BOTOX—HIP, HIP, HOORAY!—is on-air and now LIVE. <https://bit.ly/4bufSWC>

BONUS This episode includes a hip-themed playlist you'll be humming week!

#DianeDeanEpps #CareerGrowth #WorkLife #BangsNBotox #Storytelling #LessonsLearned #LinkedInPodcasters #ComedyShots #humor #Career #FastFunnies



BANGS 'N' BOTOX:
Women Who Wear Agi...

Diane Dean-Epps
Podcast · Public · 14 episodes · Last updated on Mar 24...

Let's face it: until someone invents a time machine, we're all getting older whether we like it or not. BANGS 'N' BOTOX: Women Who Wear Aging Well is a humorous podcast about aging that engages, connects, and entertains.

Play latest

Date published (newest)

- 1 Hip, Hip, Hooray!
Diane Dean-Epps · 23 views · 2 weeks ago · 29:36
- 2 The gift of grandtwinkies.
Diane Dean-Epps · 38 views · 1 month ago · 25:57
- 3 Love & Aqua Net are in the air.
Diane Dean-Epps · 38 views · 1 month ago · 27:57
- 4 And they call it puppy love.
Diane Dean-Epps · 37 views · 2 months ago · 20:42
- 5 Falalalala...tis foofy drink season!
Diane Dean-Epps · 49 views · 4 months ago · 28:55
- 6 What are YOUR (senior) superpowers?
Diane Dean-Epps · 77 views · 4 months ago · 26:51
- 7 What are you wearing?
Diane Dean-Epps · 35 views · 5 months ago

Blog Writing



Links

[Grow Your Mindset, Grow Your Law Practice](#)
[You Talk. They Listen. Together You Make Plans](#)
[NLBM Coaches Get Your Law Practice Into Shape](#)

New Law BUSINESS MODEL

Grow Your Mindset, Grow Your Law Practice
Leave a Comment / By Diane Dean-Eggs

New Law BUSINESS MODEL

Law Business Advisors: You Talk. They Listen. Together You Make Plans
Leave a Comment / By Diane Dean-Eggs

New Law BUSINESS MODEL

NLBM Coaches Get Your Law Practice Into Shape
Leave a Comment / By Diane Dean-Eggs

YOU TALK. THEY LISTEN. TOGETHER YOU MAKE PLANS.

FOCUSES | EMPOWERS | EMBOLDENS

Newsletter Writing



Dear Valued Lexington Herald-Leader Subscriber,

This month's powerful stories illuminate the crucial role local journalism plays in keeping communities safe; safe from catastrophic environmental repercussions, safe from the mismanagement of local government funds, and safe from



How pollution from dry cleaners left California sitting on cancer-linked 'time bombs'

Dry cleaning companies may have polluted some of California's purest water by discharging perchloroethylene (PCE). While PCE is known for its effectiveness in getting rid of stubborn clothing stains, it's rapidly becoming better known as a stubborn substance with a potentially catastrophic impact on the environment. Investigations over several years have found that even the "purest" groundwater is not immune to contamination from a carcinogenic chemical. PCE has been detected in the South Lake Tahoe groundwater at levels more than 1,000 times above the U.S. Environmental Protection Agency's health limits. California is home to at least 7,500 dry cleaning business locations—some in operation for years, others long closed—and the long-lasting negative consequences on the land, water, and even air are only now being fully realized.



'We need immediate help.' 911 call details harrowing moments during UNC shooting

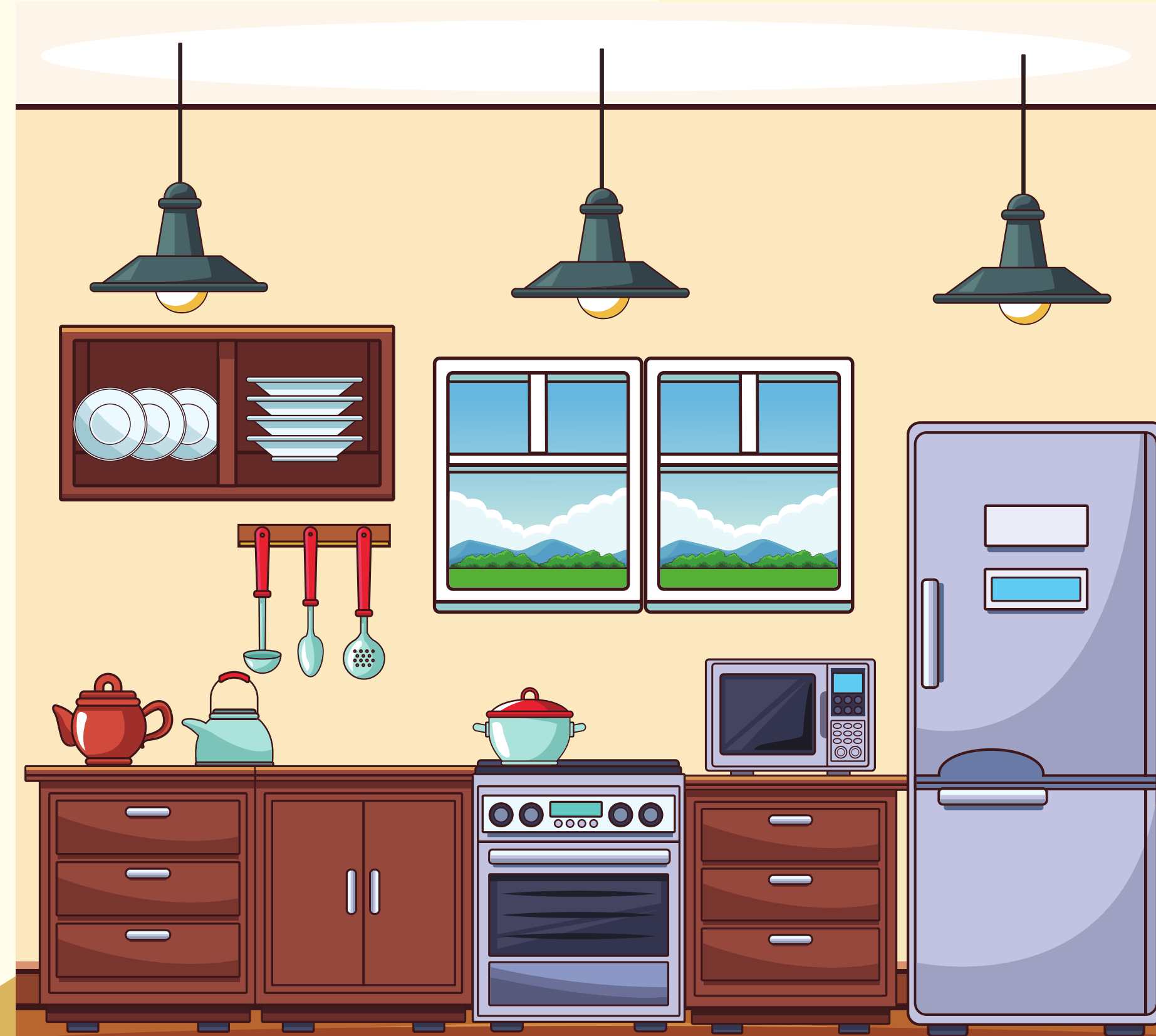
"We need immediate help," a caller from Caudill Labs begged a 911 operator, setting off a manhunt for a gunman and a three-hour lockdown of UNC-Chapel Hill and surrounding public schools. Recently released by UNC, the 911 call details the frantic scene as people in Caudill Labs recognized a man with a gun. Moments before, Zijie Yan, a professor in the Department of Applied Physical Sciences, had been shot and killed. "Close the doors! Close the doors and stay inside!" the caller shouted to other people in the building. "There's an active shooter."



Broken Government: 'Abused our trust': Inside the fraud that keeps hurting small towns in Missouri, Kansas

A former eastern Missouri City Clerk stayed under the checks and balances radar, embezzling money over the course of 16 years. She used city money to pay her personal credit card bills totaling \$206,343, obtained credit card rewards points related to transactions paid for by city funds, used city money to pay for health insurance coverage, and made improper payroll disbursements to herself. Unfortunately, this scenario of small-town government embezzlement across Missouri and Kansas represents only one snapshot in a photo album of corruption Kansas City Star reporters found in their months-long investigation.

This email was sent to [redacted] because you are signed up to receive marketing emails or newsletters from the Lexington Herald-Leader. If you no longer wish to receive emails of this type, you may unsubscribe by clicking on the link below. We are unable to monitor replies to this email. Please contact customer service if you have any questions or concerns. Missouri Herald-Leader © 2018



Social Media

McClatchy
15,772 followers
3w • 🌐

🎉 Exciting News! 🎉 We're thrilled to announce the News/Media Alliance (NMA) has elected McClatchy Chairman and CEO Tony Hunter as its Board of Directors chair. 🌟 Tony's outstanding work with his remarkable team at McClatchy in creating a digitally driven, sustainable media company perfectly aligns with the core focus of the Alliance. 🚀 Together they will embark on a journey to advocate, lobby, and implement new initiatives bolstering and supporting the thriving news and magazine media sectors. 📰 🗣️ 📱 Join us in congratulating Tony and stay tuned for more exciting updates from the News/Media Alliance. 🌐 📄 Link to press release: <https://bit.ly/46pVctp>
#McClatchy #newsalliance #ceo #chairman #digitalmedia

 **McClatchy CEO Elected News/Media Alliance Board of Directors Chair**
newsmediaalliance.org • 3 min read

Macias Gini & O'Connell LLP
January 28, 2020 • 🌐

MGO is the happiest accounting firm on earth because we're attending the CSMFO Annual Conference that's at Disneyland this year. There are so many excellent sessions scheduled it'll be tough to choose which ones to attend. We're proud to be in the mix, offering two high-interest sessions on the topics of cyber security and GASB 87 – lease accounting. Stop by our booth if you have any questions, or just to say, "Hi!" We've got fun prizes and assessments that will help with you... See More

Who doesn't LOVE a fun playlist? And a THOVID playlist? Be still my heart! I'm hard at work on my next BANGS 'N' BOTOX podcast episode—HIP, HOORAY! —that falls squarely into the "write what you know" category. 🎧 🎶 How so? I've got a hip injury that unfathomable optimism, bold make-up, and strong denial haven't healed. 😂 Humor being my coping mechanism, I've found the funny in this aging body part experience. 🎉 You deserve a break during your hectic workday, so why not take a few minutes and give the run-the-gamut-of-musical-style playlist a listen? 🎧 🎶 Enjoy! 🎧 🎶
📄 Spotify Link: <https://link.bio/kh4wpe>

👤 DianeCandppp 📄 InkaBnCreator 📄 BangeNBotox 📄 HumoreWriter 📄 Playlist 📄 MissJayMotivation 📄 Podcast

CSMFO
Disneyland Hotel
Jan. 28 - 31, 2020



We Are at CSMFO!
Visit us at Booth 504/506.



mgo
TYPE ATYPICAL

COMING UP ON DIANE'S
next BANGS 'N' BOTOX
podcast episode

Hip, HIP HOORAY!

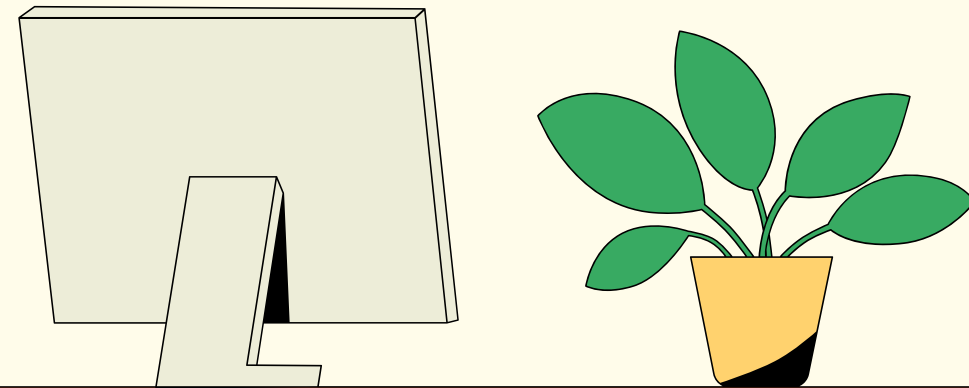
Hip-Themed Playlist

Check out my Hip-Themed Playlist!

As part of my new upcoming podcast episode!



Website Copywriting



McClatchy

MORE ACCESS TO MORE STORIES

Your subscription now comes with **unlimited** access to **ALL McClatchy Media Network** local news brands.

This unparalleled value provides you with access to the full universe of McClatchy media sites, apps, and digital editions, all with just a single login. From breaking stories to captivating features, our award-winning local publications cover 30 communities across the United States.

- NEWS**
Local Stories with National Prominence
Tap into what's happening, not just in your region but in our other coverage areas.
- Unmatched Sports Depth**
Nobody covers local sports like our reporters who live and work in the communities they serve.
- Politics and Policy**
Access a broader scope of perspectives and in-depth coverage from multiple state capitals.

NOBODY COVERS NORTH AND SOUTH CAROLINA LIKE MCCLATCHY.

<p>The News & Observer Raleigh, NC</p> <p>This Pulitzer prize-winning newsmagazine covers North Carolina and everything inside the Triangle. From in-depth reporting on local politics to engaging features on the arts, The News & Observer serves as a crucial source of information for residents and visitors alike. Unmatched coverage of regional sports includes stories about teams from Duke University, The University of North Carolina at Chapel Hill, North Carolina State, and the Carolina Hurricanes.</p> <p>Site eEdition</p>	<p>The Herald-Sun Durham, NC</p> <p>The Herald-Sun is a solid source of news and information, serving their community with comprehensive coverage of local, regional, and national affairs. Keeping residents up-to-date on the matters shaping Durham and its surroundings figures large in the stories they cover. With a strong commitment to investigative journalism, the publication strives to bring transparency and accountability to the forefront.</p> <p>Site eEdition</p>	<p>The Charlotte Observer Charlotte, NC</p> <p>The Charlotte Observer delivers in-depth reporting on local politics, and community affairs as well as captivating features on the arts, entertainment, and lifestyles. It also serves as an authoritative voice in sports coverage, offering in-depth insights about the Panthers, college sports, NASCAR, and the Hornets. Its commitment to investigative journalism ensures that readers stay well-informed about the stories that impact their region the most.</p> <p>Site eEdition</p>
<p>The State Columbia, SC</p> <p>The State provides in-depth reporting on local politics, business, and community affairs, providing capital news stories that connect readers to the issues that matter the most to them. The publication is committed to holding the powerful to account, by showing the impact of policies and decisions on the lives of the community they're entrusted to serve. Additionally, The State offers unsurpassed coverage of USC sports and more, catering to sports enthusiasts by providing thorough insights about local teams and events.</p> <p>Site eEdition</p>	<p>The Herald Rock Hill, SC</p> <p>The Herald serves as a vital resource, capturing the essence of Rock Hill's vibrant outdoor lifestyle and by also providing valuable insights about the recreational opportunities that define the region. Moreover, The Herald recognizes the city's evolving role as a commuter hub, especially with its close proximity to Charlotte. By providing a keen focus on delivering timely and relevant news, The Herald keeps its readers informed about the unparalleled blend of outdoor experiences and urban connectivity that Rock Hill offers, making it an indispensable source for those who call this dynamic community home.</p> <p>Site eEdition</p>	<p>THE ISLAND PACKET Hilton Head Island, SC</p> <p>The Island Packet covers southern Beaufort County which includes the towns of Hilton Head Island and Bluffton. As a low country resort town and barrier island, this region is as unique geographically as it is demographically. A popular tourist destination with its beautiful beaches and premier golf courses, the area offers a distinctive opportunity for a wide variety of stories. The Island Packet provides news coverage supporting the region's broad and varied demographics, and substantial military personnel assigned to one of the region's military facilities.</p> <p>Site eEdition</p>
<p>THE SUN NEWS Myrtle Beach, SC</p> <p>The Sun News is a well-established source of news and information serving the Myrtle Beach area. It provides valuable insights into entertainment and tourism, offering both residents and visitors a comprehensive view of the local scene. Known for its commitment to deep reporting and insightful storytelling, it seeks to bring awareness and inspire change that positively impacts the community, both locally and regionally within South Carolina.</p> <p>Site eEdition</p>		

How does unlimited access work?

- News Sites**
Use your local market username and password to sign in when prompted.
- Apps**
Download individual newspaper apps and use your local market credentials to sign in.
- Digital eEditions**
Read dynamic editions for newspapers across any or all of our markets.

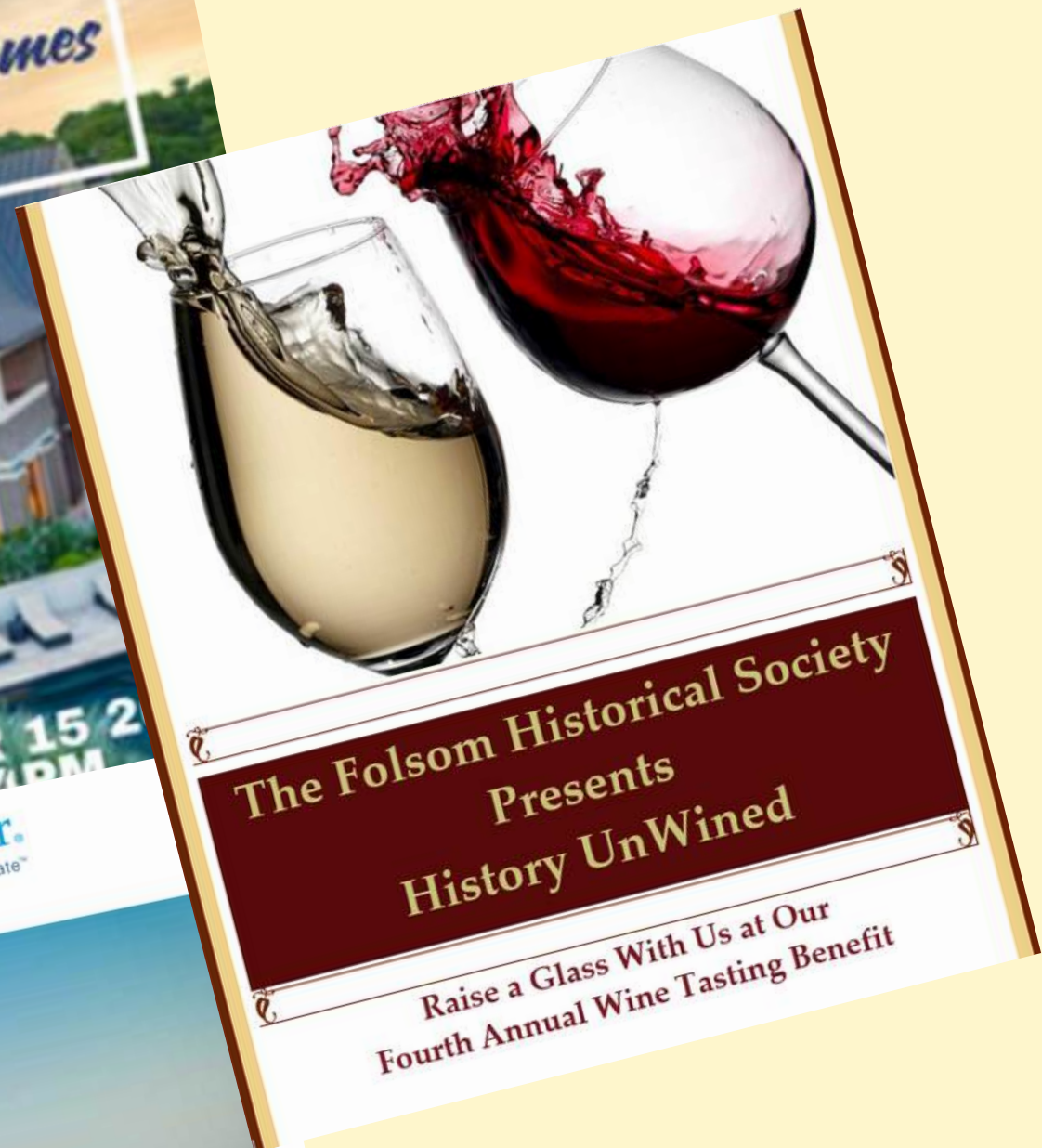
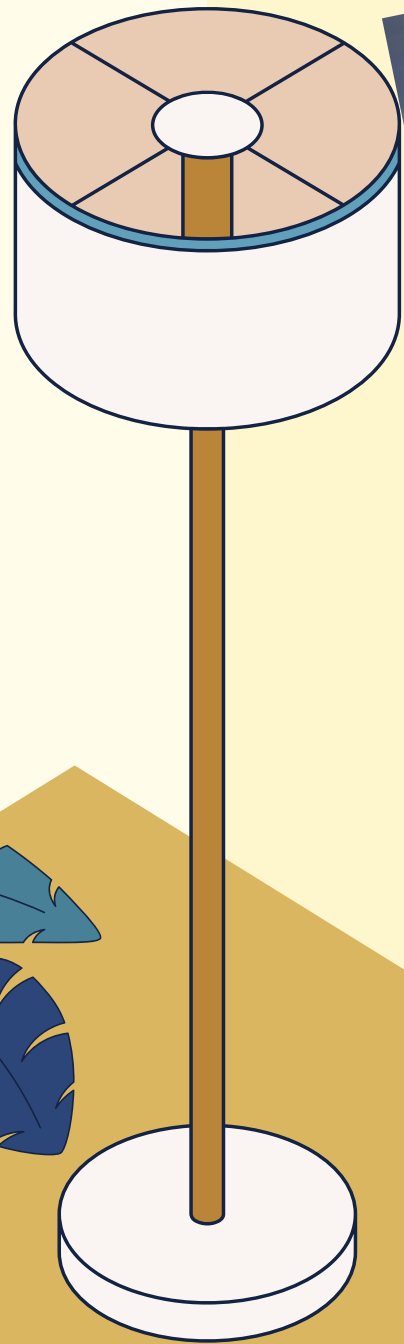
Apple iOS Android

You can now **access all 30** of our news sites!

Because informing communities is at the heart of everything we do, we've set up your account, so you can read any and all of the stories and features produced by our newsrooms.

BELLEVILLE NEWS-DEMOCRAT	THE BELLINGHAM HERALD	SunHerald
Idaho Statesman	BRADENTON HERALD	CENTRE DAILY TIMES
The Charlotte Observer	The State	Ledger-Enquirer
The Herald-Sun	The Fresno Bee	Fort Worth Star-Telegram
THE KANSAS CITY STAR	HERALD-LEADER	The Telegraph
MERCED SUN-STAR	Miami Herald	EL NUEVO HERALD
The Modesto Bee	THE SUN NEWS	The Olympian
The News & Observer	The Herald	THE SACRAMENTO BEE
THE TRIBUNE	THE NEWS TRIBUNE	Tri-City Herald
The Wichita Eagle	THE ISLAND PACKET	McClatchy

Email Marketing



Scriptwriting

Studio

Your channel
Diane Dean-Epps

Channel content

Inspiration Videos Shorts

Filter

Video

- Hip, Hip, Hoo...
This episode falls sq category.
- The gift of g...
No grandchildren? based on the book by th
- Love & Aqua...
Just in time for that l (https://dianedeanepo)
- And they call...
This episode has rea like our funny AND "pou
- Falalalala...ti...
'Tis the Seas this episode it's Decem
- What are YC...
This show is both m "Super Host" (https://wn

BANGS 'N' BOTOX
Humorous podcast about aging

YUMMY

I laughed until I WASN'T crying!
Deliciously and refreshingly funny!!!

BOOK BY THE SAME NAME AVAILABLE ON Amazon

BANGS 'N' BOTOX:
Women Who Wear Agi...

Diane Dean-Epps

Podcast - Public - 14 episodes - Last updated on Mar 24...

Let's face it: until someone invents a time machine, we're all getting older whether we like it or not. BANGS 'N' BOTOX...more

Play latest

Date published (newest)

- Hip, Hip, Hooray!
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- Falalalala...tis foofy drink season!
Diane Dean-Epps · 49 views · 4 months ago
- What are YOUR (senior) superpowers?



BANGS 'N' BOTOX: Women Who Wear Aging Well Script

Recorded: 11/10/2025 | [Revised 11/08/2025]
Uploaded to Spotify link:
<https://creators.spotify.com/pod/dashboard/home>
Schedule: Approximately every two weeks

Episode 7: Do you have senior super powers ?

[Music comes in energetically/rock-fades out at :10 - ends :15]

INTRO TO PODCAST
[Throwaway line to get in the funny as music ends...] As I age the biggest gift and ego boost for me are my near-sighted friends who say I haven't changed at all, and to them, that's true. [Chuckle]

[This intro stays the same for a while.]

Welcome, welcome, and then one more hearty, "Welcome!" to BANGS 'N' BOTOX: Women Who Wear Aging Well brought to you by ME—Diane Dean-Epps—author of BANGS 'N' BOTOX the humor book, comedian, teacher, baby boomer, writer, Mimi and Mama to the second power. I'm a woman with a BIG voice, BIG ideas, and lots to say about what I think is our shared experience. This podcast is about many things—empowerment, freedom, laughing at the silly everyday occurrences in life and about encouraging YOU to own your space and place in this world.

While it's true this is a one-woman "all Diane channel" show—meaning there aren't any guests—it's designed for YOU – the Woman Who is Wearing Aging Well. Really, this

isn't limited to the over 50 crew because we're ALL aging. It's just relative to where you are in any given time. To paraphrase a Betty Friedan quote, aging provides you with new stages for opportunity and strength, so don't forget. YOU ARE strong! Flex those literal and figurative muscles and own your personal power! Yes!

And I always want to mention to my male friends the welcome mat is always, always out for you too. BANGS 'N' BOTOX is for women and anyone who loves women or one woman in particular...it's pretty inclusive that way.

The style of this podcast reflects my humor writing style which I call sit-down standup. It should feel as though we're seated at a two-top table together—less comedy club and more comedy coffee klatch.

LAST EPISODE ROUND-UP

[Keep intro line for future episodes.]

It's a slice of wonderful to be here with you today.

You know apropos of nothing—which would, in fact, be the name of my autobiography—I wanted to mention it was raining this week in my small northern California town.

Now, we've all seen rain before and, more than that, I live in the mountains, so we're no stranger to cold weather and all of the fall and winter variants of it. My husband and I get a kick out of the NBC-affiliate meteorologist who talks about a "good soaking rain." It's descriptive, kinda cute, and he's got it branded to his folksy style.

Press Releases



McClatchy becomes first news media network to complete

Alliance for Audited Digital Publisher Au

Respected industry audit support focus on providing maximum tra high returns for advertising part



Posted Wednesday, April 19, 2023 11:35 am

Press Release | Alliance for Audited Media

The McClatchy Media Network, one of the largest media comp over 95 million unique visitors*, has become the first news m AAM Digital Publisher Audit, an independent, third-party aud Audited Media (AAM). AAM audited 34 McClatchy websites ac affiliated brands to validate that its business operations and w standards.

The McClatchy Media Network chose to participate in the AA commitment to transparency and accountability. This achiev that's been done toward ensuring McClatchy addresses client

"We're excited to become the first news media network to con digital publisher audit," said McClatchy Chief Revenue Officer on providing our clients with high returns and great visibility. program validates the data we provide advertisers and gives u following best practices throughout our digital advertising op

The Digital Publisher Audit includes an in-depth review of Mc operations, including the network's traffic sourcing policies. T accuracy of third-party website metrics by checking proper in

NORTH CAROLINA PRESS ASSOCIATION | SUPPORTING THE PUBLIC'S RIGHT TO KNOW SINCE 1873



McClatchy Empowers Adver New Self-Service Platform

Posted Tuesday, December 13, 2022 10:14 am

Today, McClatchy announced its partnership with DanAds, in developing McClatchy Ad Manage

SACRAMENTO, CALIFORNIA, UNITED STATES, November 3, 2022 /EINPresswire.com/ -- Today, McCla million unique visitors, announced its partnership with DanAds, in developing McClatchy Ad Manag select markets with more to follow soon.

During the past year McClatchy has expedited its quest for fully-integrated marketing sol streamlining its business processes. The just-released McClatchy Ad Manager supports th McClatchy's numerous news and information sites via a one-stop-shop environment.

As a digital-forward tool, the McClatchy Ad Manager is a customizable and automated sol this centralized marketplace small- and medium-sized businesses can now fully harness t It simultaneously offers advertisers expanded coverage and full autonomy over their buy

"Our Ad Manager platform allows advertisers to reach a larger, targeted audience and con VP of Advertising at McClatchy. "With features like real-time campaign reporting, instan holistic approach to marketing that is perfect for new and existing customers."

Building upon DanAds' leading technology, the McClatchy Ad Manager will give advertise print and digital spaces which includes premier local news coverage from The Sacramento The Fort Worth Star-Telegram, The Raleigh News & Observer, and more.

Learn more about the McClatchy Ad Manager, and how it will help you create engaging ca



Mar 15, 2023 2:00 PM Eastern Daylight Time

McClatchy Promotes Robyn Tomlin to Chief News Officer

Share [in](#) [X](#) [f](#) [e](#) [p](#) [...](#)

Innovative and mission-driven, Tomlin assumes a new role focused on growing and engaging audiences across McClatchy's platform of local news sites.

SACRAMENTO, Calif.--(BUSINESS WIRE)--Today McClatchy, one of the largest media companies in the United States, announced the promotion of Robyn Tomlin to chief news officer, effective immediately. In this role, Tomlin will lead the division responsible for all news, opinion and multimedia content created across McClatchy's network of 30 local news sites and affiliated brands.

Tomlin previously served as vice president for local news at McClatchy, where she supported newsroom leaders in their mission to build sustainable, digitally-focused local news operations. She brings to her new role an extensive background as a journalism leader on the frontlines of local news transformation.

"It's an incredible honor to lead and serve alongside the hundreds of extraordinary journalists across McClatchy as we work together to become the premier digital portals for high-impact news and information in all of the communities we serve," Tomlin said.

Tomlin's career has spanned several decades and includes an array of accomplishments and significant leadership roles. She previously served as president and editor of The News & Observer in Raleigh, N.C., and Southeast Region editor for McClatchy. She also served in senior leadership roles at The Dallas Morning News, the Pew Research Center, Digital First Media's Project Thunderdome and with the NY Times Regional Media Group. A four-time Pulitzer Prize jurist, she sits on the boards of the News Leaders Association, the National Press Foundation, the UNC Hussman School of Media and Journalism Board of Advisors and the NC Open Government Coalition. She



Interview-Based Storytelling

Overview

Social media campaign designed to showcase reporters who champion the importance of local coverage in the market.

Diane Dean-Epps | JOURNALISTS AS INFLUENCERS: WHY I DO WHAT I DO CAMPAIGN |

3 User Flow/CTA's for **Three** Approaches

1. We know [Insert Market.]

What would we like the [insert] audience to do when they view the videos?

• [Placeholder.]

2. **A Day in the Life...** What would we like the social media audience to do when they view the videos?

- Go to Careers page
- Follow reporter(s) on twitter - other social media?
- Digital activation/subscription

3. **Why I do what I do...** What would we like the social media audience to do when they view the videos?

- Go to Careers page
- Follow reporter(s) on twitter - other social media?
- Digital activation/subscription

Three Content Streams: *Supporting Reader/Subscriber Values*

We know

[insert market -
Ex. Sacramento]

McCLATCHY

Local newspapers strengthen the fabric of community, are irreplaceable and must be supported. Thank you for the work you do!

— Paul and Janet R.
Herald readers

A day in the life...

McCLATCHY

Journalism has NEVER mattered more. Thanks to all the reporters doing this vital job under very trying circumstances. Keep up the good work. You are appreciated more than you know.

— Terri L.
Statesman reader

Why I do what I do...

McCLATCHY

We have great reporters on staff. Let's support them in their work to keep the lights shining on and in the news.

— Mike E.
Ledger-Enquirer reader

Humor & Creative Writing

(Columnist for 25 years – The Union Newspaper)

In(to) a Pickle

I've Got Some Nerve

The Honey Maybe List

The Superpower That's Not So Super

Ready, Set, (Don't) Crunch!

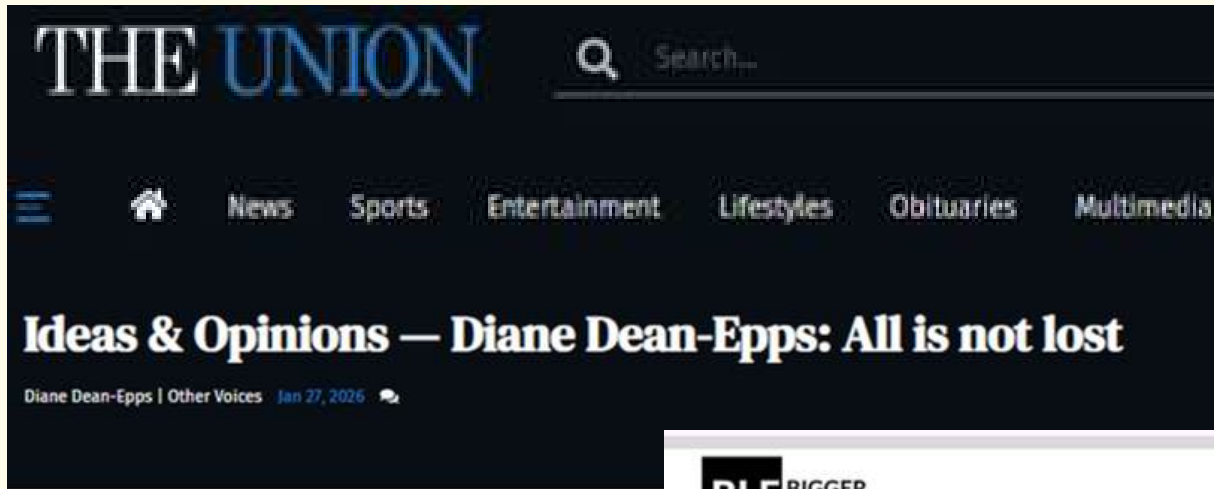
How Life is Like Meatloaf

The Superpower That's Not So Super

The Cat and the Squirrel...an unusual love story.



Editorial & Journalistic Writing



I'm a garden-variety northern California baby boomer who is sitting at my computer on Sunday afternoon. Words are my most powerful weapon in a world of outrage.

As I learn more details about Saturday's killing by a resident and intensive-care nurse, Alex Pretti, my heart races a mile because, along with being horrified, I'm also angry at the totalitarian government.

So many aspects of the Trump administration are reminiscent of the Nazi government's rise to power. I always hope I'll never experience that.

But here we are.

You might say the first red flag I saw were flags being burned. That's something my dad talked about.

His education about nefarious governments began when he was a member of the Eighth Air Force, 95th Bomb Group in Britain. He was a waist gunner on the Fritz Blitz wing, and that's how he came to be a Nazi Germany prisoner of war. He was incarcerated for two-and-a-half years, only gaining his freedom at the end of the war.

My father made it his priority to educate me on how to survive in the face of threats—and even danger—at the hands of a totalitarian government, even when it seems as though all is lost. All is not

BLF BIGGER LAW FIRM

The New Paradigm of Content Marketing

BY LISA RYAN

Reading Time 5 mins

"Publish or Perish" is usually the academic's rallying cry, but now it's also a rallying cry to content marketing as well as it does to professorship. If you're a professor, you may have some basic questions. We're here to help.

WHAT IS CONTENT MARKETING?

So, to begin, what is "content marketing"?

The practice is as old as the marketing industry, but the neologism "content marketing" even has its own professional advocates, dedicated worldwide.

The Content Marketing Institute (CMI) regularly educates more than 70,000 subscribers about content marketing in business. The organization defines the practice as "a marketing technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood

professionalstrategies

A Call to Action

BY DIANE DEAN-EPPS

Why Email Can Be Your Best Marketing Friend

You're busy. Your CPE credits are lean as you look at your two-year closing window of opportunity. You're working on an audit that has aged you, but not like a fine wine. And those month-end closing tasks have turned antacids into a food group.

Despite all this, you don't get a pass on marketing your services. Promoting your practice is part of running your business—whether you're the owner or a worker bee. As a CPA, you're likely aware of other letters that are shorthand for business models: B2B (Business-to-business), B2G (Business-to-government) and B2C (Business-to-consumer). These business models tell you where the wild things—your clients—really are, and how to best market your services.

Two other reasons to go all-in on marketing are customer service and client retention. Your clients view you as a thought leader, so they expect you to be a regular communicator and provide quality information.

This means you need to feed the marketing machine with a consistent flow of new and updated content.

Equal Time for Email Marketing

Along with adding machines, gone are the days when simply providing excellent service constituted a solid marketing plan. You may not be familiar with marketing plans, but you've likely seen one in action that involves something you use each day: Email. Do you know what constitutes a solid marketing plan? Exactly. A solid marketing plan. Further, a solid marketing plan delineates a selection of channels. We call

highly relevant channel email marketing is good for your business.

Billions of business emails are sent daily—128.8 billion, to be exact—and that number is rising, despite what those social media influencer whippersnappers might tell you. Statistics are plentiful supporting the fact that email marketing should figure heavily into your integrated marketing plan:

- WordStream recently reported 86 percent of business professionals prefer to use email when communicating for business purposes ([wordstream.com/blog/ws/2017/06/29/email-marketing-statistics](https://www.wordstream.com/blog/ws/2017/06/29/email-marketing-statistics)).
- HubSpot reports 73 percent of millennials prefer communications from businesses come via email (blog.hubspot.com/marketing/email-marketing-statistics).

effective-marketing-strategy business-2-community?...

How can you make email work for you? Here are some simple—yet effective—tips to elicit maximum engagement from your clients instead of your inbox.

- Using emojis—sparingly, and even body of text—can elicit maximum engagement.
- Writing your emails in a conversational tone using "you," "your" and "you" on the client instead of "I" and "we" will gain through rate.
- At least a dozen studies show that email blasts on Tuesday of the week.

There's another huge reason why email should be running to your advantage: The global market.

Though you're a Califo are effectively part of the global market because you deal with financial and information relevant to and the industries you serve geographical boundaries.

The real "virtual reality" business virtually is your real business. You need cost-effective, efficient messaging.

A quick online search for "email marketing effectiveness" will net you the statistic that email is the third most effective source of information for B2B behind only personal referrals and thought leaders.

You can utilize all three to get the most out of your



Infographics



CLE CREDIT HOURS

NOT ALL CREDIT HOURS ARE CREATED EQUALLY

60-MINUTE CREDIT HOURS

AK, AL, AZ, AR, CA, CT, DE, GA, GU, HI, ID, IL, IN, IA, KY, LA, ME, MN, MP, MS, MT, NE, NH, NV, NC, ND, NM, OH, OR, PA, PR, SC, TN, TX, UT, VA, VI, VT, WA and WY.

50-MINUTE CREDIT HOURS



CO, FL, KS, MO, NJ, NY, and WI.

Source: American Bar Association

FOR MORE MANDATE

Check with the American Bar Association:
<https://www.americanbar.org/events-cle/mcle/>

CONTACT NLS



Contact one of our Law Business Advisors. They LOVE to answer any questions you may have about the New Business Model, including how you can earn CLE credit.

6 THINGS I'VE LEARNED IN 6 MONTHS OF... PODCASTING

FIND YOUR PLATFORM

You're "a brand with legs," so set the tone and purpose for your show right out of the chute. Let your audience know what to expect.

WRITE YOUR SCRIPT

You may have the talent, but you still need a script that tempers your approach - includes structure - for your audience.

GO EASY ON TECHNOLOGY

Focus more on developing quality content than acquiring gadgetry. You can launch your podcast for less than \$50.00.

OWN YOUR CONTENT

Embrace the initial discomfort you may feel being the author. Think about what you want to communicate, then just talk.

PROMOTE YOUR PODCAST

Social media is your BFF! Create engaging graphics to go along with short posts teasing out each episode's topic. Use "direct hit" tags, so your audience can find you.

RESEARCH YOUR AUDIENCE

Podcast promo is a different dealio, so research your audience for each practice. You won't allow your visibility to the public if you use too much.

What You'll Walk Away Knowing

AFTER this Masterclass you'll learn the number one thing stopping you from taking your law practice to the next level PLUS how to...

1. Use Our 5 Steps

2. Become a Go-To Lawyer

3. Command Premium Fees

4. Own Your Schedule

Ready? We sure are!

Our Law Business Advisors are happy to answer any questions you have!

4-STEP ACTION PLAN

Use these steps to identify Entrepreneurial Lawyer traits.

1 Identify Traits

Go through the 15-trait list below, circling traits in which you excel.

2 Review List

Review your list and, this time, box up one - or more - traits that could use a bit of work.

3 Add Notes

Note the connection between a) Your strengths; and b) Areas for improvement, and how these traits impact your law practice and your life.

4 Take Action

Write down actions you're going to take related to behavior changes, mindset shifts, and new goals that will propel you toward realizing your vision of a law practice - and life - you love.





Let's Work
TOGETHER