

the ultimate
Pinterest for Lawyers

SETUP GUIDE

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LEGAL MARKETING *for* MODERN LAWYERS



This is what you get when you search my name on Pinterest – with each pin linking back to my post. Not surprisingly, each post has a call-to-action to get the reader to join my email list, where I can continue our communication and they can potentially grow into a client.

Why Pinterest?

So you're interested in Pinterest. Pinterest can be an incredibly powerful SEO tool that drives new client leads organically (and for free), or it can be something that you immediately dismiss as a frivolous platform for fashion bloggers and home renovators. The choice is yours my friends,

How I Found Pinterest as a Tool

I'm Christina Scalera, IP attorney and founder of Scalera IP Law based in Atlanta. In 2013, I graduated from Emory law school and took an in-house job (yes, right out of law school!) at a privately held kid's toy company. While it was going to be a great job, I kept getting sidelined by dreams of working for myself. As circumstance would have it, my health was failing around the same time. I decided to drastically change my life, which meant... becoming a yoga teacher!

No, really. I couldn't think of a career that was further away from 'lawyer' than that so it fit the bill. It turns out, I'm a horrible yoga teacher. I have no patience, I like burgers and my favorite part of the job was the business side of it. Around this same time, I was asked by many yoga studios to handle their legal work.

Eventually, through blogging and immersing myself in the creative community, I realized there was a HUGE gap in the marketplace for attorneys like you and I. That is, attorneys who are willing to run their firm like a business and treat their clients like fellow humans!! What a crazy concept.

I've had my law firms for two years now, and as of September 2017, we got our first website! Previously I was getting clients through my personal website/blog, social media and third party guest posts + content. If I can do all this without a dedicated plan (as I'm giving you here) or website, you can most certainly start to see results faster than the three months it took me to get started!! Let's begin.

CLICK HERE TO GET ACCESS to the mini-version of Pinterest for Lawyers,
with a video tutorial that walks you through the following!

Setting Up Your Profile

- Create Your Account
- Choose, or convert, to a "Business Account"
- Make your name section work for you (hint: include as much as can fit here)
- Create a compelling bio section that addresses potential clients' pain points
- Add your location
- Upload a professional, warm, inviting photo of YOU (not your logo)
- Verify your website by adding the Pinterest code to your site's header

Setting Up Your Boards

- Set up at least 10 boards:
 - Your website
 - Content related to your website
 - Content pulled from similar law firm's blogs (in non-competitive field or location)
 - Content related to your office/practice area
 - Quote board that would help your clients

Content to Create

It's not enough to merely set your Pinterest account up-- you have to fill it with good stuff to gain followers and encourage re-pins. Pinterest is like a snowball; you have to get some momentum going to see good results with users pinning your content and sharing it in their feeds.

Here are the topics that will help you create great content (blog posts, podcasts, FB Lives, JV webinars, etc.):

- How you
- 10 Ways to
- The Easiest Way to
- How to without
something they want/need *something that is a common objection; ex: money*
- 5 Steps to in
ex: get a divorce *your location*
- How to Tell It's Time to
- The Difference Between

notes . . .

Now that you know how to pin to Pinterest, and you know what kind of content is going to give you a good ROI, it's time to get started on a realistic content creation plan. Fill in the blanks with what you can realistically dedicate to the following. Remember, consistency and quality are essential to create good content (i.e. a 1500 word blog post 1x/month is better than sporadic 300 word posts):

DAILY:

- Pinning Images from Your Own Content
- Pinning Others' Images
- Outlining Future Content
- Creating/writing Content

WEEKLY:

- Pinning Images from Your Own Content
- Pinning Others' Images
- Outlining Future Content
- Creating/writing Content

MONTHLY:

- Pinning Images from Your Own Content
- Pinning Others' Images
- Outlining Future Content
- Creating/writing Content

There's so much more we couldn't cover here! Be sure to click here and see video tutorials of what we did cover. Here are some additional things to consider.

IF YOU'RE LOW ON TIME AND CAN AFFORD TO OUTSOURCE:

- Hire a Pinterest manager
- Hire a *Content Strategist*
- Get a *Content Audit*

IF YOU'RE LOW ON MONEY AND NEED TO DIY:

(the following are affiliate links because they are exactly what I use, and they let me get paid to share them)

- Use Tailwind to 'batch' pin and allow it to pin for you throughout the week
- Use Boardbooster to 'recycle' old pins and pull in pins from RSS feeds to make Pinterest think you're more active on there than you really are
- Check out the *Pinterest for Lawyers* course to see if it's a good fit for you, and what will take your content strategy to the next level
- Read the *Ruckus blog*
- Like Ruckus on Facebook* so you can see our continued (free) trainings via Facebook Live

notes . . .