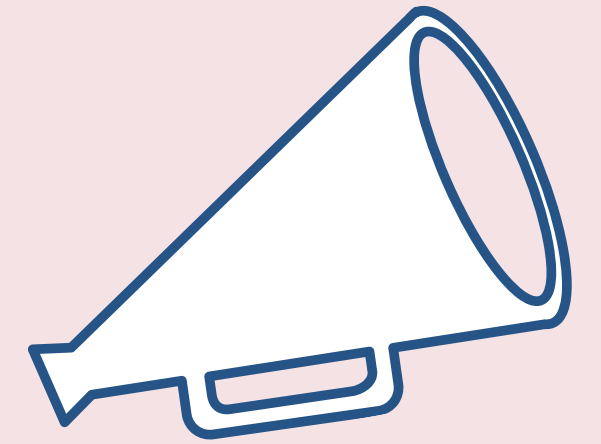




**Building Visibility and
Trust: PR for
Collaborative Divorce
Lawyers**



AGENDA

- What is PR?
- How can PR strengthen your professional reputation?
- Defining and sharing your expertise
- Discussion and workshopping



WHO AM I?

PR Expert

Small Business Champion

Entrepreneur

Speaker

Author

Chatterbox

Amateur jogger

Cookie and coffee lover

Juggling mama

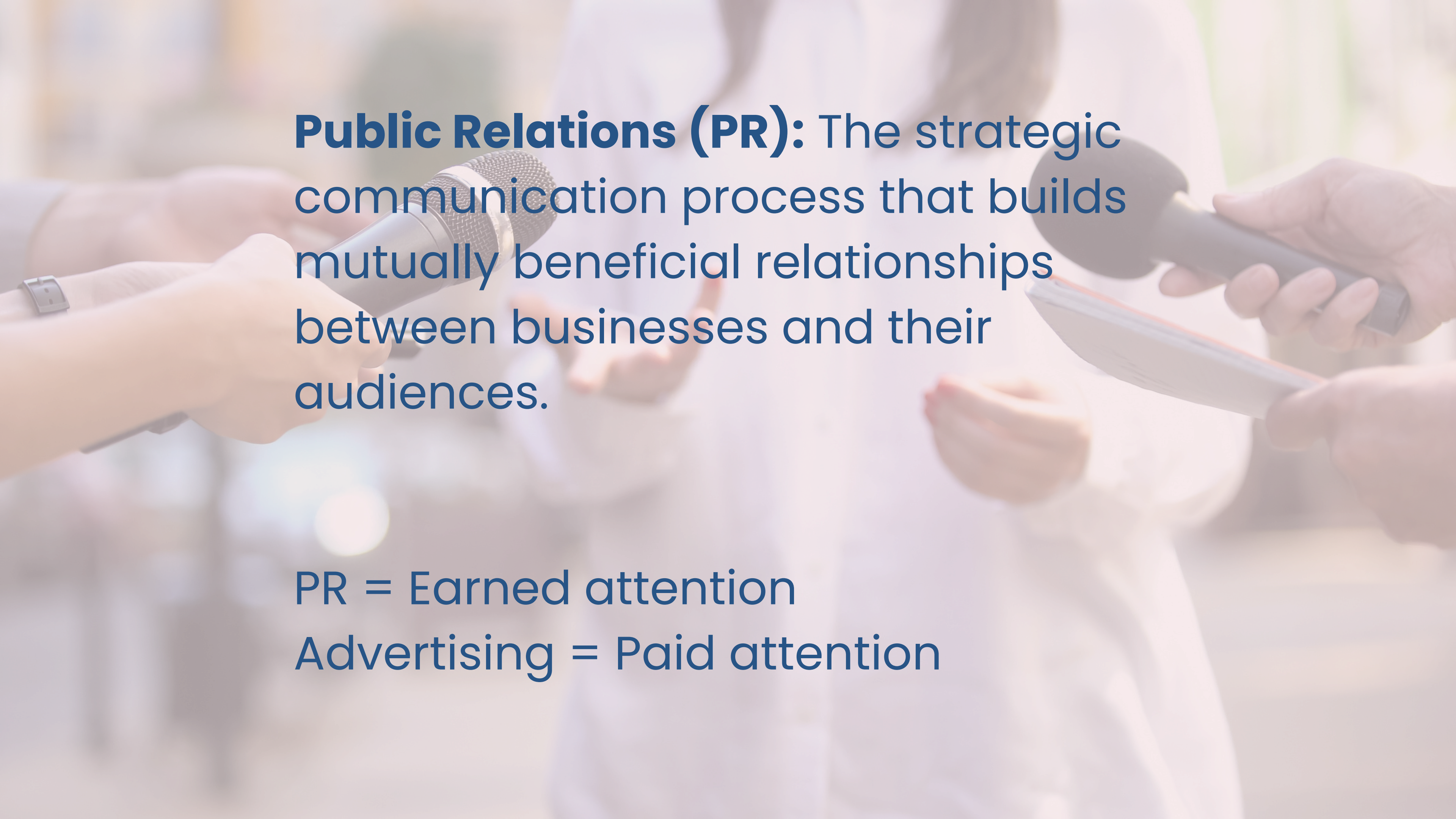
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OBJECTIVES

- Understand how PR supports professional credibility
- Identify the stories and expertise you can share publicly
- Explore timely, relevant media opportunities
- Develop potential story angles for your practice





Public Relations (PR): The strategic communication process that builds mutually beneficial relationships between businesses and their audiences.

PR = Earned attention

Advertising = Paid attention

WHY PR MATTERS FOR LEGAL PROFESSIONALS

- Builds trust before someone needs your services
- Earned visibility positions you as a thought leader and expert
- Positions you as a credible source of information
- Helps clarify complex or misunderstood legal issues
- Supports referral relationships and community visibility
- Strengthens your professional reputation



VISIBILITY WITH CARE

- Never rely on identifiable client stories without appropriate consent
- Speak to patterns, questions and public education rather than private details
- Avoid sensationalizing conflict or family breakdown
- Consider the emotional state of the people receiving your message



PR IS ABOUT RELATIONSHIPS



EVENTS IRL

Attend networking
events and when you're
there, talk to people

ONE-TO-ONE

Introduce yourself
over email
Send smart pitches
Do not spam
Tell stories

SOCIAL MEDIA

Like, comment, engage



*People seek legal guidance from professionals they know, trust
and understand.*

WHERE CAN YOU EARN PR?

*IT'S DIFFERENT TO MARKETING AND BRANDING.
IT'S OWNED AND EARNED.*

TRADITIONAL MEDIA

- Newspapers
- Radio
- TV
- Print Magazines

DIGITAL MEDIA

- Blogs
- Podcasts
- Online publications
- Social media

INFLUENCERS

- Social media mentions
- Reviews
- Event attendance

INDUSTRY

- Event sponsorship
- Professional publications
- Speaking opportunities
- Referral networks



PR CAN INCLUDE

REACTIVE

- Crisis communications
- Managing misinformation

COMMUNITY RELATIONS

- Public consultation
- Community engagement
- Professional collaborations

STAKEHOLDER ENGAGEMENT

- Keeping partners or investors in the loop
- Relationship management

REPUTATION MANAGEMENT

- Building positive professional recognition
- Showcasing your expertise and values in the right light
- Aligning with the right partners





STRATEGY AND STORYTELLING

WHAT'S YOUR STORY?

Good stories are authentic, emotional and relevant. They come from identifying the knowledge, perspective and patterns that allow you to help people understand their options.

- Know your WHY
- Research yourself
- Search your headline
- How are you making lives easier?
- What parts of your work do you want to highlight?



MARKET TRENDS

- Use trends in your industry to inform your PR hooks
- Learn about your industry using tools like Google Trends
- Read industry publications
- Learn from other thought leaders
- Use your work as research
- Analyze your FAQs



REFLECT



- What drew you to collaborative family law, and why does it matter to you?
- What do you wish people understood about separation?
- What questions, fears or misconceptions do you hear repeatedly?
- What current changes or social trends are affecting separating families?
- What do you want to be known for?

TURNING YOUR EXPERTISE INTO PITCH IDEAS

Your reflections can become:

- An expert interview
- A contributed article
- A podcast conversation
- A local media story
- A community presentation
- A LinkedIn thought leadership post



WHAT MAKES A GOOD LEGAL STORY?

A strong story is:

- Timely
- Useful
- Clearly connected to your expertise
- Sensitive to the people affected
- Broad enough to discuss without compromising privacy
- Easy for a journalist or audience to understand



WHERE COULD YOUR EXPERTISE APPEAR?

- Local news and community publications
- Parenting and family publications
- Business and workplace media
- Podcasts focused on divorce, relationships, parenting or wellness
- Professional industry publications
- Community panels and speaking opportunities



HEADLINE EXAMPLES

- What parents should understand about collaborative divorce before choosing a legal path
- How separating couples are finding alternatives to courtroom conflict
- Five ways to talk to children about separation without putting them in the middle
- The financial conversations couples should have before beginning the divorce process
- Why divorce doesn't need to begin with conflict
- Court time is limited, collaboration is wide open



PREPARE TO BE A MEDIA SOURCE

- Updated bio and professional headshot
- Relevant media contacts
- Unique stories and newsworthy hooks
- Short, personalized pitch
- Website up to date
- Social media platforms up to date and on brand
- Look to local media
- Respond to media call-outs
- Connect with journalists on social



BUILDING JOURNALIST RELATIONSHIPS

- Don't be a stranger. Use the journalist's name
- Do your research
- Reference a past piece they've written
- Understand lead time
- Get to the point
- How can you be helpful?
- Be nice, say thank you



PITCH INGREDIENTS

Subject: *Story Idea: Why More Separating Couples Are Looking for Alternatives to Courtroom Conflict*

- The hook: Approximately 37% of Canadian marriages are expected to end in divorce
- The expert: Vancouver collaborative divorce lawyer
- The story: Families may have alternatives to court
- The Source: Statistics Canada, total divorce rate, 2019
- The ask: Available for interview

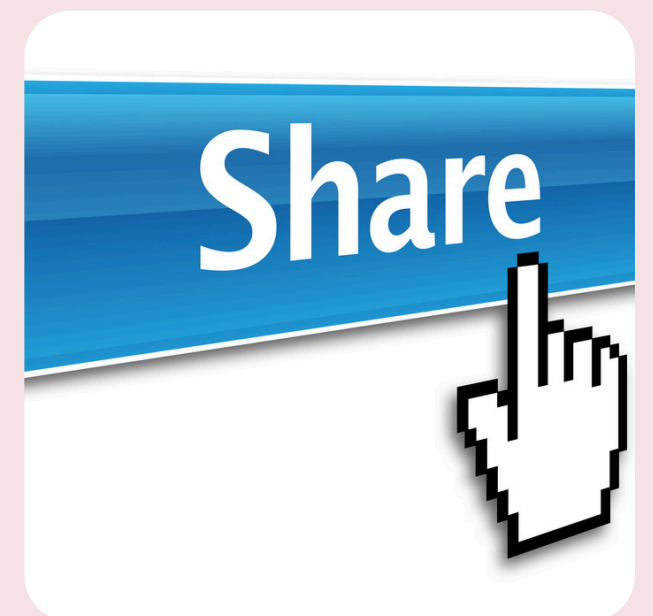
AFTER THE PITCH

- Follow up in 5–10 days
- Three follow-ups max
- Take a relationship-based approach
- Patience
- Rejection is real
- Persistence is different than being annoying
- Ask for feedback



MAXIMIZE HITS, LINKS, RESULTS & INTERVIEWS

- Share across social platforms, your newsletter and your email signature
- Add media coverage to your website, bio or media page
- Pull educational takeaways for LinkedIn
- Share with referral partners when relevant
- Tag publications and journalists
- Pull quotes
- Create a library or playlist (for podcast interviews)



REFLECT



- What are two useful stories or perspectives you could share publicly?
- Who needs to hear this information?
 - Where are they currently getting their information?
- What is one media outlet, podcast or community platform that reaches them?
- Do you know any journalists covering family law, relationships, parenting or local community issues?



NEXT STEPS

TAKE ACTION

- Prepare your media kit
- Choose one question or misconception you can speak to confidently.
- Turn it into one clear story headline.
- Identify one publication, podcast or community platform that reaches the people who need that information.



STAY ACCOUNTABLE

- Small, consistent efforts
- Create a PR calendar
- Track your outreach
- Follow news and industry trends
- Follow up
- See rejection as a stepping stone
- Collaborate



FREEBIE



Grow Your Brand with PR

*5 Steps to Put Your
Brand in the Spotlight*



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LET'S BE FRIENDS!

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