



Practice simplicity in your articles and marketing materials

Keep your audience in mind when writing articles, blog entries and other social content.

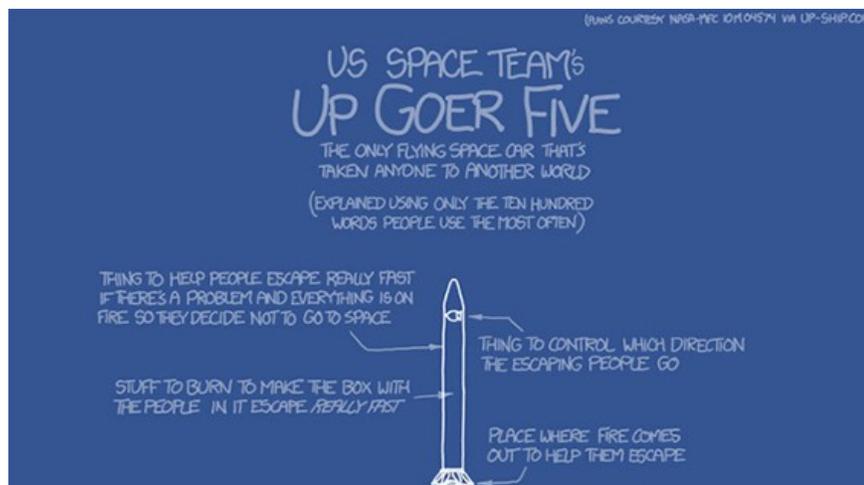
Every profession has own language and jargon – a collection of terms that are used predominantly only by those within the industry. Some industries have more (and more obscure) jargon than others, and attorneys are one group of professionals who have acquired a reputation for being some of the worst offenders.

It is easy to succumb to the idea that using big words will make you appear smarter and therefore impress your audience into respecting your expertise. People of every industry fall into this trap, including marketers who continue to throw around maddeningly overused terms like “ROI” and “core competency.” These are often false gurus (another marketing buzzword) who are merely using words that sound impressive to hide a lack of experience or deeper understanding. People who really know what they are doing can explain a concept in layman’s terms and are able to adjust their tone and language in accordance with the audience to whom they are speaking.

Robert Kurlwich posted an article on his science blog at npr.org this week that every professional can take to heart. Using an illustration created by web comic illustrator, Randall Munroe, Kurlwich points out that sometimes uber-simplified language is the clearest and easiest to understand. He also argues that journalists should practice such super-simplification as a writing exercise on a regular basis. Attorneys who wish to be able to communicate more effectively with potential clients can do the same.

Munroe has illustrated and described the Saturn V Rocket using only the “ten hundred” most frequently used words in the English language. (The words, “thousand,” “frequently” and “rocket” do not make the cut.) The illustration is insanely simple. Rocket becomes “up goer” and the cockpit a “people box.” But pretty much anyone, after reading through the whole diagram, will know exactly what each part of the rocket does, and perhaps in a way that they did not previously understand.

[Read through the whole thing for yourself here.](#)





In practice, you will, of course, need to strike a balance between speaking simply and sounding like someone who has indeed earned a post-graduate degree. But the principle here is important and relevant. Clients expect you to have attended school, to understand the nuances of the law and to know how to communicate with other attorneys. They are not interested in reading law review articles or combing through technical language about the law. They are likely not really interested in the law at all. What they are interested in is how your knowledge and your experience can help them. This is not something that can be said using industry jargon. It is best said by speaking directly to potential clients in a voice that resonates with them. Practicing these skills and focusing on how to best communicate with the different groups of people you will encounter in your practice are invaluable marketing tools.

Graphic Credit: Robert Kurlwich and Randall Munroe

Let's Build a **Bigger Law Firm™** Together

To learn more about [lawyer websites](#), [law firm marketing](#) and [legal marketing](#) by visiting [SEO | Law Firm](#) or call 1.800.728.5306.

VIEW OUR WEBSITE DESIGN PORTFOLIO

A video sampling of a selection of custom designs >>



YOUR BIGGER
LAW FIRM TOOLS



Grow Your Firm with the Bigger Law Firm Magazine



BLF
BIGGER
LAW FIRM
A magazine for attorneys

VIRTUAL IMPRESSION
The rules are changing and the focus is on technology.

LAW FIRM MESSAGING
Get your content to go viral for maximum marketing impact.

ASK AN EXPERT
Matt Wolf discusses website & IT security for law firms.

1
year

BLF Magazine
Celebrates one year in print.

To everyone who reads BLF every month, and to those who are enjoying this on a Kindle or other device, we thank you.

ISSN 2163-2464
9 772163 246007

November 2012 | Vol. 13

Digital - \$3.95/mo.

Print - \$9.95/mo

Kindle - \$6.95/issue

Subscribe Now



BLF
BIGGER
LAW FIRM
A magazine for attorneys

Attorneys are embracing podcasts, apps and the mobile web to grow their practices.

the Mobile issue

VIRTUAL IMPRESSION
Should your firm create a mobile app?

LAW FIRM MESSAGING
Make sure your firm's website is ready to live on the mobile web.

ASK AN EXPERT
Tom Mighell discusses helpful iPad apps.

ISSN 2163-2464
9 772163 246007

August 2012 | Vol. 10



BLF
BIGGER
LAW FIRM
A magazine for attorneys

The Business of LAW

GET SOCIAL
What is happening with Google+ Local?

VIRTUAL IMPRESSION
Effective attorney videos focus on the client, not the firm.

LAW FIRM MESSAGING
Lawyers must respond to increased competition and evolving client expectations.

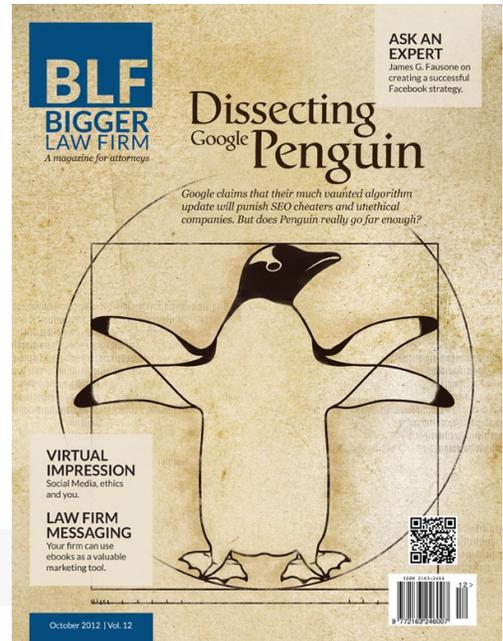
Organize! Compete!

VIRTUAL IMPRESSION
Social Media, ethics and you.

LAW FIRM MESSAGING
Your firm can use ebooks as a valuable marketing tool.

ISSN 2163-2464
9 772163 246007

September 2012 | Vol. 11



BLF
BIGGER
LAW FIRM
A magazine for attorneys

Dissecting Google Penguin

ASK AN EXPERT
James G. Fausone on creating a successful Facebook strategy.

Google claims that their much vaunted algorithm update will punish SEO cheaters and unethical companies. But does Penguin really go far enough?

VIRTUAL IMPRESSION
Social Media, ethics and you.

LAW FIRM MESSAGING
Your firm can use ebooks as a valuable marketing tool.

ISSN 2163-2464
9 772163 246007

October 2012 | Vol. 12