

# Five Resolutions to Tell Your Story Before Others Do

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## Summary

- ❑ Shifting from reactive to proactive marketing communications helps attorneys control their narrative, expand online presence, and appear more prominently in client and media searches.
- ❑ Legal PR boosts attorney visibility across search engines and AI platforms by showcasing expertise, credibility, and thought leadership consistently.
- ❑ Lawyers who share insights, comment on breaking news, and diversify digital channels strengthen authority signals that drive stronger search and AI-generated recognition.



Every new year offers opportunities to scrutinize the outside world's perception of you and your practice. It's also a chance to change the tempo away from one of reacting to client crises, answering last-minute media requests, or managing urgent deadlines. In 2026, resolve to begin your story anew by taking control of your reputation and by moving from reaction to proaction.

Lawyers who actively shape their public narratives gain visibility while earning credibility, trust, and influence. What do you want to be known for? Who should know about what you do? Start telling your story before someone else does—or no one does.

## Why Proactivity Matters

Reputations are built in public, often online. Search engines, journalists, potential clients, and artificial intelligence (AI)-powered research tools draw from what's available to form impressions. If your name appears only in firm bios or old case announcements, your story is incomplete.

Waiting for a big case win or a newsworthy event means missing many chances to create visibility and demonstrate perspective and value. Reputation is cumulative. Every published article, media quote, or insight shared online adds another layer of professional credibility.

Think of 2026 as a new beginning to become intentional about others discovering and understanding your work. A proactive communications mindset isn't self-promotion; it's leading with authenticity, clarity, and consistency.

## Resolution 1: Share What Makes You Proud

Most lawyers don't think of themselves as storytellers, but every client success, presentation, or pro bono matter offers an opportunity to reinforce proficiency and values. The key is sharing within ethical boundaries and framing stories as lessons, not victories.

Proactive storytelling takes many forms:

- **Community involvement:** Highlight leadership roles, mentoring initiatives, or volunteer service that show a connection beyond the courtroom or boardroom.
- **Thought leadership:** Turn client questions or emerging legal issues into educational blog posts, LinkedIn articles, or short videos.

- **Public recognition:** Share awards, media mentions, or achievements that demonstrate the trust others placed in you.

Each story you tell helps others learn about you and your client successes, not to boast, but to build an earned reputation that shows humanity.

**Actionable Resolution:** Once a month, share something meaningful your practice contributed to, and let it remind you why you do this work.

## Resolution 2: Be the Lawyer Reporters Want to Quote

The legal PR world is only beginning to understand how AI sources data; however, we know that AI prefers third-party validated sources. Published quotes that lawyers provide reporters increase a lawyer's visibility by showing up in AI searches. In a [recent McKinsey & Company survey](#), half of the respondents said they use AI for searching, and the number is expected to grow.

A proactive media relations strategy includes:

- Identifying relevant legal and business reporters and contacting them by email or social media.
- Building relationships through short, relevant emails. Comment about articles, suggest follow-up pieces, relay information about pending legislation, or send a brief analysis about the implications of a current trial's potential ruling.
- Focusing on establishing credibility as a knowledgeable source. Every conversation with a reporter may not result in a quote, but they keep the reporter calling.

Consistent outreach to journalists helps build credibility and create publicity. Offering knowledge and experience to fill gaps in an article builds trust, making journalists more likely later to write about the lawyer and their work.

**Actionable resolution:** Be quotable, and make yourself easy to find.

## Resolution 3: Think Beyond Big Media

Lawyers often aim for well-known newspapers. However, submitting content or building relationships with staff reporters and editors at smaller, targeted outlets often delivers stronger credibility and audience alignment.

Industry trade journals (sometimes called “verticals”), local business press, Substack and similar publishing platforms, podcasts, legal blogs, and newsletters likely reach more potential clients than big-name national publications. Outreach benefits include:

- Content placement opportunities abound. Many industry publications depend almost entirely on submitted content rather than staff-written articles.
- Lawyers may be able to become regular contributors, building consistency and SEO presence.
- Staff writers and podcasters seek interesting and knowledgeable voices in their audience’s industries to add diversity to their reporting.
- Readers and audiences include legal services decision-makers.

**Actionable Resolution:** This year, redefine “earned media,” and aim for precision.

## Resolution 4: Own Your Digital Space

A law firm website shouldn’t be the only place people encounter a lawyer’s voice. Stepping beyond that boundary gives room to show personality, thought process, and engagement — qualities that resonate with clients and reporters.

Consider using:

- **LinkedIn newsletters** to explain rulings, summarize key insights, or highlight practical takeaways.
- **Short social videos** to discuss trends or provide behind-the-scenes context on your work.
- **Podcasts** to humanize complex issues and introduce a perspective conversationally.
- **Substack or similar platforms** to publish deeper analyses or shareable commentary discoverable by search engines and AI.

Consistency turns visibility into credibility. Show up regularly and authentically.

**Actionable Resolution:** Create once, repurpose often—and keep your voice active where clients and colleagues are looking.

## Resolution 5: Be Media-Ready

Interviews with reporters are conducted in a Q&A format, in person, on video calls, by phone, or by email, and are usually 30 minutes or less. Lawyers should learn to make a positive impression in that short time and give answers that can be fashioned into a quote. Quotable commentary often uses similes (X is like Y) or metaphors to enhance the reporter's and their readers' comprehension. Interview etiquette includes:

- Understanding the purpose and jotting down important points in advance.
- Showing up on time.
- Answering questions succinctly. If reporters want more, they will ask a follow-up question.
- Treating reporters as equals while explaining complex terminology in a user-friendly way.
- Admitting when you don't have the answer to a question and would like to check the statute or ruling. Get back to the reporter before their deadline.
- Taking advantage of an open-ended question to provide additional information. Use the time to display additional expertise on the topic or suggest ideas that might make interesting articles.
- Closing the interview in a way that invites the reporter to call again.

**Actionable Resolution:** Be prepared so you can turn opportunity into impact.

## Define Your Story in 2026

Attorney resolutions aren't about marketing plans; they are about mindsets.

Lawyers who take ownership of their story will not only attract more opportunities but also enhance their reputation in a fast-moving digital world.

Resolve to tell your story in 2026, and get noticed!



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Brenda helps law firms develop business, increase their brand recognition and publicize cases. Brenda's clients have included law firms of all sizes, CPAs and accountants, expert witnesses, legal services...



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