

# Legal RSS

This firm offer a large volume of legal news content, with an RSS feed for law firm websites and social media.

Copy highlights topical, legal news articles to engage.

They lean more towards the topical content than evergreen website content.

*"Supports your client acquisition and retention efforts"*

*"Helps you become a better and more profitable practice"*

*"Saving marketing time, reducing cost & increasing profits"*

*"News that is of interest to current and prospective clients"*

*Helps your firm maintain and enhance its reputation as being expert in its field"*

*"We will help keep your visitors engaged – all the time demonstrating your expertise and credibility"*

Like Berners, the simple clear benefit of ready-made content is not described in plain terms, at the top of the first page.

Its not totally clear how the service works or how much it costs, and the CTA is again to get in touch – barriers.

They do have an extensive archive of sample content, although it is hard to navigate and unwieldly, with a long list of categories down the page.



## Legal news content

For:

Website

Social media

Smartphone

What it does:

Supports your client acquisition and retention efforts

This is a rare mention for retention - but how what do they mean exactly? how does it work?

Helps you become a better and more profitable practice.

Sounds excellent! how, exactly?

Content for your website, blogs & social media

E-newsletters and printed newsletters

Newsfeed app

### Benefits

Saving marketing time  
Standard

Reducing cost  
Standard

Save fee-earner time  
Same as point 1

Increasing profits  
Sounds bold

Building brand and influence  
Sounds vague

'cost effective' is enough to describe value savings.

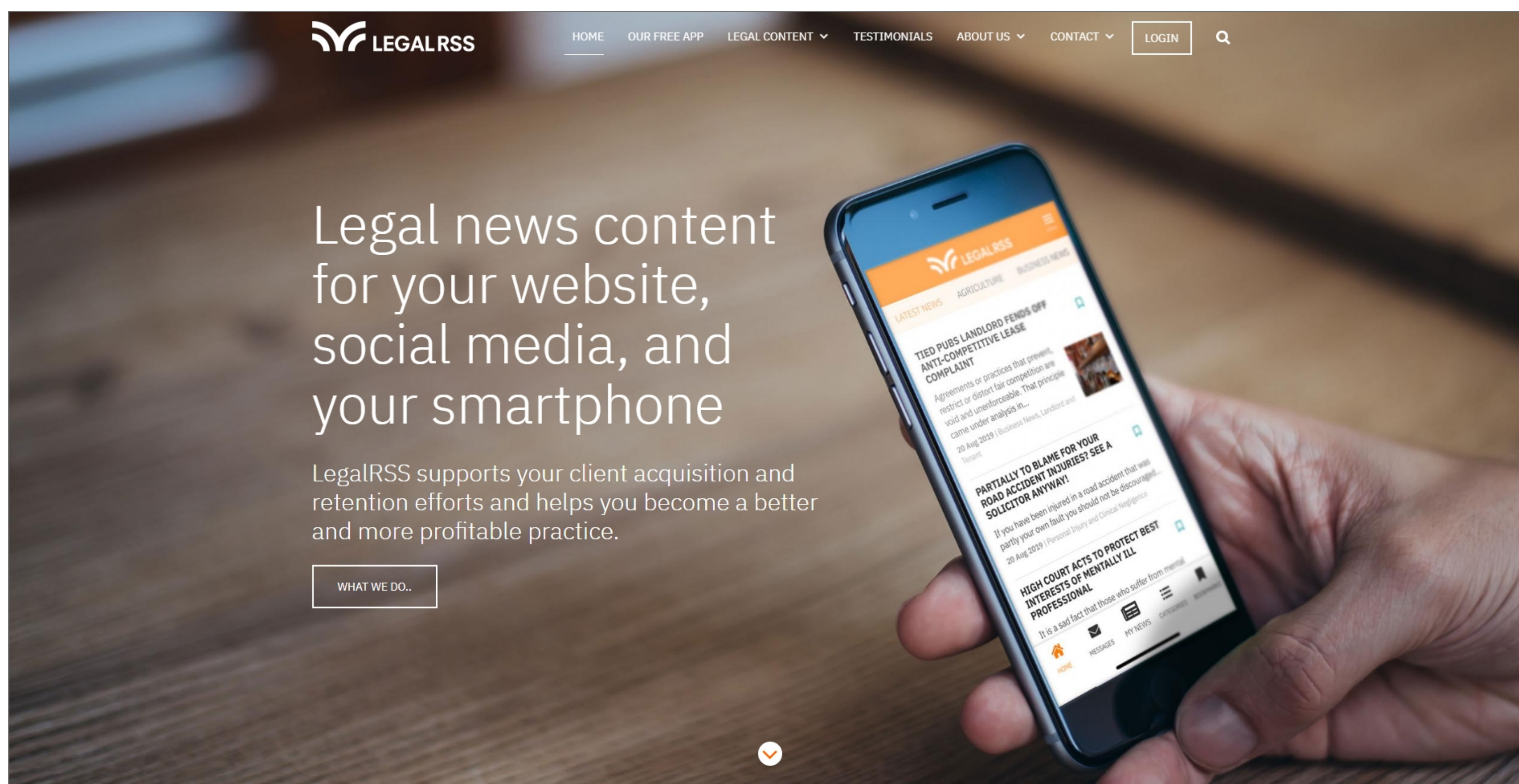
This list could be:

Save time writing content.

Maximise the value of marketing.

Maintain a presence.

Demonstrate credibility



# Legal news content for your website, social media, and your smartphone

LegalRSS supports your client acquisition and retention efforts and helps you become a better and more profitable practice.

WHAT WE DO..

## LegalRSS can help you with



CONTENT FOR YOUR WEBSITE, BLOGS & SOCIAL MEDIA



E-NEWSLETTERS AND PRINTED NEWSLETTERS



INNOVATIVE NEWSFEED APP



SAVING MARKETING TIME OR REDUCING COST



SAVING FEE-EARNER TIME AND INCREASING PROFITS



BUILDING BRAND AND INFLUENCE

LegalRSS can do all of this without the need for a new website and is ultra-fast and ultra-simple to use.

## Savings calculator - your costs or ours?

How much could you save? Fill in the fields below to find out..

Average time taken per article (hrs)

Articles you create a month

Charge out rate per hour (£)

CALCULATE SAVINGS

Every year you will save: £0

Highlighting cost savings as a benefit.

But this feature seems a bit abstract. Juse explain how it saves costs and that should be enough if its true.

More benefits (features):

Automated social media  
Maintain a consistent presence with scheduled social media posts

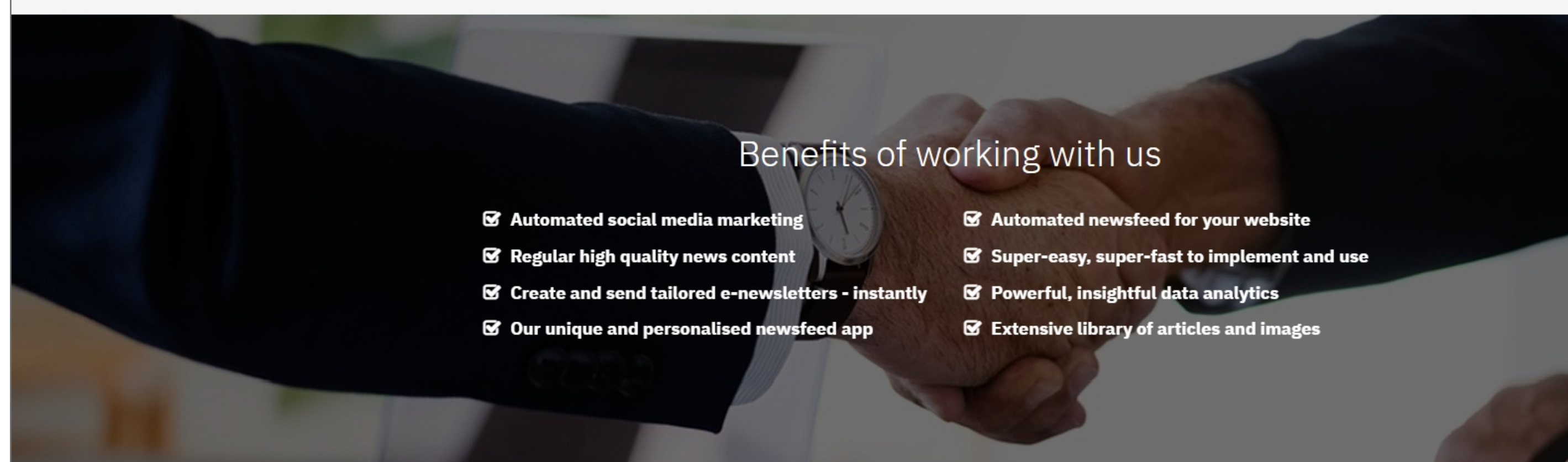
Regular high-quality news content  
What it is in a nutshell

Create and send tailored e-newsletters instantly  
Engage with client base and target audience with newsletter templates and content

Newsfeed app & for website  
What does it do for me? Why is it good? What goal is it achieving?

Powerful, insightful data analytics  
Who, what, why, where?

Extensive library of articles and images  
What can I do with them?



## Benefits of working with us

- Automated social media marketing
- Regular high quality news content
- Create and send tailored e-newsletters - instantly
- Our unique and personalised newsfeed app
- Automated newsfeed for your website
- Super-easy, super-fast to implement and use
- Powerful, insightful data analytics
- Extensive library of articles and images

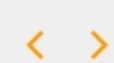
## Our clients



VIEW CLIENT TESTIMONIALS

## Testimonials

At Legal RSS, keeping it simple, with no frills, they've been providing really good content at an affordable price, reliably and consistently; and moving with changing demand to new formats that work.  
Allan Carton - Strategy, Marketing & Technology



## Latest news

**MISSING BACKPACKER'S TIRELESS MOTHER GRANTED DECLARATION OF DEATH**  
When people go missing and are not heard from for years, there has to be a point where the law recognises that they have died. The High Court performed that sad task in the case of a much-loved young ...  
Read more here



## Contact us

If you are interested in further information then contact us - we'd love to hear from you

Enter your name...  
Enter your email...  
Enter your company...  
Enter your telephone number...  
Enter your message...

CLICK TO SUBMIT FORM



# News articles & content for your website

Timely

Well written

news that is of interest to current & prospective clients

help your firm:

maintain and enhance its reputation as being expert in its field  
*credibility building - demonstrate expertise, build trust.*

Plain-talking, on-the-ball and client centred.  
*Style, tone of content - and tailored to target audience*

Key attributes for driving practice growth and profitability  
*Ultimately, it helps the bottom line.*

Content is not important\*  
?

Its critical.  
*Ahhh - phew!*

*\*in the voice of Simon Cowell*

Websites need up-to-date information of interest to clients and prospects to have marketing value.

Research shows that content is important on websites to engage visitors to the site.

Our content helps keep visitors to your site engaged.

The content demonstrates your expertise and builds trust.

**LEGALRSS** HOME OUR FREE APP LEGAL CONTENT TESTIMONIALS ABOUT US CONTACT LOGIN

## News articles & content for your website

**Timely, well-written news** that is of interest to current and prospective clients will help your firm maintain and enhance its reputation as being expert in its field, plain-talking, on the ball and client-centred – key attributes for driving **practice growth and profitability**.

**There it is in clear terms.**

What would be even better was if there were very clear, easy to relate to examples of exactly how this works

Exactly how they are designed to drive instructions and client acquisition.

The use-types


What the content does exactly.

Goals and benefits.

### Content is not important - it's critical.

A website that doesn't contain up-to-date information of interest to clients and prospectshas very little marketing value – research shows that after arriving on the site, over 80% of subsequent page views are of articles and topical legal material. No content means a swift move to another website.


We will help keep your visitors engaged -all the time demonstrating your expertise and capability.



### It doesn't matter which areas of law you specialise in?

LegalRSS supplies a higher volume of news material and updates and covers more areas of law than any other comparable resource. Our material is top quality and the best value for money in the market.

We provide news that supplements your voice and expertise.



### We cover all main areas of law including:

Commercial	Corporate
Family	Private
Employment	Personal Injury
Crime	Intellectual Property
Shipping	Will, Trust, and Probate
Property	And many more specific areas

[VIEW SAMPLE CONTENT HERE](#)

**ADDRESS**  
Suite 7c  
The Plaza  
100 Old Hall St.  
Liverpool L3 9QJ

**LINKS**  
Privacy Policy  
Cookie Policy  
Terms Of Use  
GDPR

**LEGALRSS LIMITED**  
Best Practice Online Limited  
LegalRSS is a trading style of the above.  
+44 (0) 3453 404 322

Highlighting volume of content as USP

More content

More areas of law

Highlights quality of writing

Highlights value for money, but no pricing anywhere on the site.

"We provide news that supplements your voice and expertise"



The Legal RSS content arrrrghhh-rchive.

Its long, with 48 different categories, all listed alphabetically down the page, one after the other.

If I specialised in Legal matters for Zebras, I would think twice about checking for articles in my area.

Its hard to manage and unwieldy.

Hard to find what you are looking for, or know where to look.

Can these categories be keywords like on Constant Content?

They need to be accessed easily from above the fold, without scrolling for ages to find ones suitable to your area.

It does highlight the need for categorisation, despite being unwieldy and hard to manage. Because of memory aspect and not knowing what category im looking for.

If all of these were together in one list, it would be impossible and you wouldn't bother.

Quote from Jesse James about importance of categorisation and keyword selection.


Do all of these categories need storing for use as keywords for David?

Do closed card sort on use-types/goals/objectives.

They do obviously value being able to demonstrate the archive and content, and they show the entire article.

Unlike Berners, who list some topics, but you have to request samples to see the full articles.

Enter... the free tier!

HOME OUR FREE APP LEGAL CONTENT ▾ TESTIMONIALS ABOUT US ▾ CONTACT ▾ LOGIN □

## All sample content

### Agriculture

- Buying Land? Have You Fully Understood Any Restrictions on its Use? (24/03/2022)
- Farmer Ordered Off Family Holding to Make Way for Urban Development (09/12/2021)
- What is an 'Economic Activity'? Tax Tribunal Gives Important Guidance (20/09/2021)
- Injured Farm Worker Receives Multi-Million-Pound Compensation (23/06/2021)
- Don't Delay Making a Will Until You Feel the Hand of Mortality Upon You (18/06/2021)
- Farmer's Housing Needs Outweighed by Conservation of Protected Landscape (10/06/2021)
- Weighing Up Harm to the Green Belt – It's Not an Exercise in Mathematics (25/05/2021)
- Traveller Sternly Punished for Calculated Breaches of Planning Control (12/05/2021)
- Retired Farmer 'Lacked Knowledge and Approval' of his Final Will (13/04/2021)

### Business News

- Railway Infrastructure Company Pays Price for Infringing Competition Law (08/04/2022)
- No Matter How Trusted a Bookkeeper May Be, External Checks are Essential (05/04/2022)
- Energy Crisis – Court Sanctions State-Funded Bulb Energy Administration (01/04/2022)
- Hard Negotiation or Economic Duress? High Court Gives Guidance (31/03/2022)
- Are You a Victim of Anti-Competitive Conduct? Consult a Solicitor Today! (28/03/2022)
- Wonder Woman's Superpowers Meet Their Match in Trade Marks Dispute (24/03/2022)
- Internet Purchase of \$14,000 Designer Suitcases Sparks Import Duty Row (23/03/2022)
- Court of Appeal Excise Duty Ruling Sends Shivers Through Transport Industry (21/03/2022)
- Do You Suspect Employee Fraud? Lawyers Can Move Fast to Protect You (18/03/2022)

### Business Tax

- What are the Tax Implications of Settling an ET Claim? (11/04/2022)
- HMRC are Not Infallible – Tax Tribunal Overturns VAT Assessment (07/04/2022)
- Performance of Employment Contract 'Tainted by Illegality' – Cautionary Tale (21/03/2022)
- Veteran Broadcaster Achieves Landmark Success in IR35 Tax Appeal (15/03/2022)
- Car Boot Sale Pitch Fees Zero-Rated for VAT – Tax Tribunal Test Case (09/03/2022)
- Accurate Record-Keeping Saves Clothing Traders from Swingeing VAT Bills (23/02/2022)
- Donating Shares to Charity – Tax Tribunal Resolves Valuation Impasse (17/02/2022)
- Private Dog Grooming Tutor Denied VAT Exemption – Tax Tribunal Ruling (07/02/2022)
- Judges Uncover 'Sham' Arrangements to Avoid Non-Domestic Rates (28/01/2022)

### Charity Law

- Donating Shares to Charity – Tax Tribunal Resolves Valuation Impasse (17/02/2022)
- £600 Million Charitable Fund Can Be Used to Reduce National Debt (31/01/2022)
- Feel You Have Been Unfairly Denied a Public Contract? You Need to Act Fast (28/01/2022)
- Charitable Donations of Land for Schools – Supreme Court Test Case (04/05/2021)
- Charity-Run Restaurant Exempted from VAT – Guideline Tax Tribunal Ruling (20/04/2021)
- What Is a Reasonable Excuse? Cricket Club Relieved of £20,000 VAT Penalty (23/02/2021)
- Racing Driver's Inaccurate Will Leaves His Heirs with Unwelcome Headache (30/12/2020)
- Unpaid Volunteer Jujitsu Instructor 'Not an Employee' (07/12/2020)
- Emergency COVID-19 Legislation – Judges Crack the Democratic Whip (27/11/2020)

### Civil Court Today

- COVID-19 Disruption and Legal Deadlines – Guideline Court of Appeal Ruling (07/04/2022)
- Litigation – You Need a Lawyer to Navigate the Procedural Minefield (03/12/2021)
- Obey Court Orders Or Else! Businessman Receives Maximum Sentence (23/09/2021)
- Bank Authorised to Inspect Contents of Unclaimed Safety Deposit Boxes (29/06/2021)
- BBC Fined for Breaching Embargo on Recording of Court Proceedings (11/02/2021)
- COVID-19 – High Court Waives Strict Time Limit in Data Protection Case (07/07/2020)
- COVID-19 – Are Remote Court Hearings Fair? Judge Tackles the Issue (12/06/2020)
- Private Care Homes Triumph in Fees Dispute (02/02/2015)
- Spot-Fixing Cricketer Rightly Banned for Life (06/05/2014)

### Civil Litigation

- COVID-19 Disruption and Legal Deadlines – Guideline Court of Appeal Ruling (07/04/2022)
- Ukraine War Disruption Forces Adjournment of Bank's \$4.2 Billion Fraud Claim (06/04/2022)
- Brexit Triggers Jurisdictional Dispute in Alpine Skiing Accident Case (10/03/2022)
- Drain Cleaner Incident – High Court Takes Hard Line on Evidence Disclosure (13/12/2021)
- Litigation – You Need a Lawyer to Navigate the Procedural Minefield (03/12/2021)
- Victim of Polish Road Accident Can Pursue His Damages Claim in England (29/11/2021)
- Are Court Hearings Conducted by Video-Link Fair? Guideline Ruling (22/10/2021)
- Wholesaler's Competition Complaint Founders on Inadequately Plead Case (01/10/2021)
- Justice and Common Sense Trump Finality in Asbestos Widow's Case (16/09/2021)

### Clinical Negligence

- Victim of Negligent Cosmetic Surgery Overseas Awarded Six-Figure Damages (29/03/2022)
- Mother's Reliable Memory Proves Decisive in Clinical Negligence Case (25/03/2022)
- Cerebral Palsy Victim Receives Compensation Package Worth Over £33 Million (16/03/2022)
- Personal Injury Lawyers Know That 'Jaw Jaw is Better than War War' (11/03/2022)
- NHS Pays £100,000 Compensation for Delay in Diagnosing Neonatal Deafness (07/03/2022)
- Lawyers Step In to Protect Negligence Victim Prey to Gambling Addiction (01/03/2022)
- Prisoners Have the Same Right as Everyone Else to Proper Medical Care (21/02/2022)
- Dental Practice Owner Owed Patient a Non-Delegable Duty of Care (17/02/2022)
- Family of Ovarian Cancer Victim Receives £1.5 Million in NHS Compensation (09/02/2022)

### Commercial

- Railway Infrastructure Company Pays Price for Infringing Competition Law (08/04/2022)
- COVID-19 Disruption and Legal Deadlines – Guideline Court of Appeal Ruling (07/04/2022)
- Forced to Shut Your Commercial Premises During Lockdowns? Read This! (01/04/2022)
- Are You a Victim of Anti-Competitive Conduct? Consult a Solicitor Today! (28/03/2022)
- Internet Purchase of \$14,000 Designer Suitcases Sparks Import Duty Row (23/03/2022)
- Court of Appeal Excise Duty Ruling Sends Shivers Through Transport Industry (21/03/2022)
- Commodities Trading – Fraud Victim Succeeds in Marine Insurance Claim (17/03/2022)
- High Court Upholds 'Reasonable' Post-Termination Restrictive Covenants (03/03/2022)
- Christening a New Business? It's Madness Not to Seek Professional Advice! (28/02/2022)

### Contentious Probate

- Make a Will and Appoint a Professional Executor – Two Ways to Avoid Conflict (28/03/2022)
- Law Firm's Document Archive Proves Decisive in Resolving Bitter Will Dispute (16/03/2022)
- Judges Have No Power to Rewrite Valid Wills – Guideline High Court Ruling (22/02/2022)
- High Court Declares 'Illiterate' Business Tycoon's £100 Million Will Invalid (11/02/2022)
- Think Hard Before Changing Your Will – High Court Cautionary Tale (01/02/2022)
- Making a Will? You Should Think Hard About Family Members' Expectations (19/01/2022)
- Buying a Home Abroad? Have You Considered Inheritance Issues? (29/09/2021)
- Father Who Disinherited Daughter Lacked Capacity to Make a Valid Will (07/09/2021)
- Judge Unravels Agatha Christie-Style Plot to Detect Will Forgery (20/08/2021)

### Contract

- Hard Negotiation or Economic Duress? High Court Gives Guidance (31/03/2022)
- Performance of Employment Contract 'Tainted by Illegality' – Cautionary Tale (21/03/2022)
- COVID-19 Pandemic Has Brought Employment Status Disputes to a Head (18/03/2022)
- Incorporation of English Jurisdiction Clause Arguably 'Went Without Saying' (18/02/2022)
- Time of the Essence in Pandemic Face Masks Contract – High Court Ruling (02/02/2022)
- Media Contract Dispute – COVID-19 Pandemic Was a 'Force Majeure Event' (31/01/2022)
- Feel You Have Been Unfairly Denied a Public Contract? You Need to Act Fast (28/01/2022)
- High Court Aids Ship Designer in 'Blatant' Breach of Confidentiality Case (24/01/2022)
- COVID-19 – Premier League Triumphs in \$200 Million TV Rights Dispute (13/01/2022)

### Crime

- No Matter How Trusted a Bookkeeper May Be, External Checks are Essential (05/04/2022)
- Use of Mobile Phones Whilst Driving – High Court Lays Down the Law (18/03/2022)
- Social Housing Tenant Pays Crushing Price for Unauthorised Subletting (17/03/2022)
- Prisoners Have the Same Right as Everyone Else to Proper Medical Care (21/02/2022)
- Eco-Warrior's Airport Protest Triggers Stern Court of Appeal Warning (18/01/2022)
- Criminal Defence Costs Incurred Solely for Purposes of Trade – Tax Ruling (13/01/2022)
- Contraband Cigarettes Can Harm Your Health in More Ways Than One (22/12/2021)
- Ticket Touts Cannot Justify the Unjustifiable – Landmark Court of Appeal Ruling (01/12/2021)
- Subtenant or Lodger? The Legal Distinction Can Really Matter (29/11/2021)

### Data Protection

- Local Authority Not Vicariously Liable for Malign Employee's Data Leak (07/02/2022)
- Misdirected Emails – Law Firm Sees Off Data Protection/Confidentiality Claim (15/11/2021)
- Google Sees Off £3 Billion Data Protection Claim – Supreme Court Ruling (12/11/2021)
- Claims Manager Behind Unsolicited Marketing Calls Hit Hard in the Pocket (20/09/2021)
- Unwelcome Publicity is a Price That Must Usually be Paid for Open Justice (29/07/2021)
- Retention of Data on the Police National Computer – High Court Ruling (19/05/2021)
- What Price Democratic Accountability? High Court Lays Down the Law (13/05/2021)
- Software Engineer Receives Eight-Year Jail Term for Leaking Military Secrets (29/03/2021)
- Retention of Criminal Records – 100-Year Rule Passes High Court Scrutiny (24/02/2021)

### Private Client Wills and Probate

- Make a Will and Appoint a Professional Executor – Two Ways to Avoid Conflict (28/03/2022)
- Law Firm's Document Archive Proves Decisive in Resolving Bitter Will Dispute (16/03/2022)
- Interpreting Wills That May Be Ambiguous – High Court Guidance (04/03/2022)
- Judges Have No Power to Rewrite Valid Wills – Guideline High Court Ruling (22/02/2022)
- Wealthy Businessman's Companion Entitled to Pension Fund Death Benefit (16/02/2022)
- High Court Declares 'Illiterate' Business Tycoon's £100 Million Will Invalid (11/02/2022)
- Think Hard Before Changing Your Will – High Court Cautionary Tale (01/02/2022)
- Making a Will? You Should Think Hard About Family Members' Expectations (19/01/2022)
- Lasting Powers of Attorney – Why it Makes Sense to Appoint a Professional (13/01/2022)

### Professional Negligence

- Innocent Law Firm Partners Not 'Privy' to Colleague's Dishonest Acts (05/08/2021)
- Feel Let Down by Your Professional Advisers? Take Action Today (30/07/2021)
- Supreme Court Analyses the Scope of the Professional Duty of Care (23/06/2021)
- Received Negligent Financial Advice? Consult a Solicitor Without Delay! (22/03/2021)
- Everyone is Fallible but Taking Professional Advice Remains the Best Course (26/02/2021)
- Supreme Court Upholds Mortgage Fraudster's Professional Negligence Claim (09/11/2020)
- Disappointed Homebuyers Win Six-Figure Damages From Negligent Surveyor (30/09/2020)
- Professional Negligence Claim Stayed for Non-Payment of Judgment Debt (15/09/2020)
- Architect Who Left Door Unlocked Not Liable for Catastrophic Cinema Blaze (27/08/2020)



Ready-made newsletters.

Print or email

Content to put in these newsletter would be categorised in:

**Goal:**

**Engage** with current and previous customers

**Benefit:**

Tailored content of interest to your clients, engaging with them to maintain and build good relationships.

Happy, engaged clients come back, and are more likely to refer.

**Use case:**

Following an increase in conveyancing clients, search for content around home insurance or post-sale procedures.

Find articles for newsletters on suitable topics for these clients and include them in your next e-newsletter.

The screenshot shows the LegalRSS website. At the top is a navigation bar with the LegalRSS logo and links for HOME, OUR FREE APP, LEGAL CONTENT, TESTIMONIALS, ABOUT US, CONTACT, and a LOGIN button. Below the navigation is a large orange banner with the text "E-newsletters and Printed Newsletters". The main content area features a central heading "Create e-newsletters in minutes". To the left of this heading, there is text explaining that Legal RSS copy focuses on the fast, instant nature of it and is convenient. Below this, it says "Add your logo to personalise and you're off!" and "Populate the newsletter with Legal RSS articles". To the right of the heading is a photograph of a person using a laptop. Below the heading, there is a section for "Printed Newsletters" with a description of the service and a "CONTACT US" button. At the bottom of the page, there is a footer with contact information, links to privacy and cookie policies, and company details for LegalRSS Limited.

**LEGALRSS** HOME OUR FREE APP LEGAL CONTENT TESTIMONIALS ABOUT US CONTACT LOGIN

## E-newsletters and Printed Newsletters

### Create e-newsletters in minutes

Legal RSS copy focuses on the fast, instant nature of it. **And it IS convenient.**

Add your logo to personalise and you're off!

"Populate the newsletter with Legal RSS articles"

Instantly create and send tailored e-newsletters

Once your template is set up with your firm's logo and you've imported your mailing list, it only takes seconds to populate the newsletter with LegalRSS articles.

Printed Newsletters

We can produce 'ready to print' newsletters for you. Our standard is four A4 pages in full colour, personalised with your banner, contact details, colour scheme and disclaimer. We can also supply fully bespoke newsletters, incorporating your own material if you wish.

CONTACT US

**ADDRESS**  
Suite 7c  
The Plaza  
100 Old Hall St.  
Liverpool L3 9QJ

**LINKS**  
Privacy Policy  
Cookie Policy  
Terms Of Use  
GDPR

**LEGALRSS LIMITED**  
Best Practice Online Limited  
LegalRSS is a trading style of the above.  
+44 (0) 3453 404 322

CTA  
Always 'contact us'  
No prices.  
Lots of sample articles, but no prices.



# Benefits

Page dedicated to benefits.

Would they be better on homepage spelled out this clearly?

Win more clients

Save time

Save cost

Time savers:

Content creation

Content delivery

Automation

So it sounds like you get lots of content which achieves different objectives, delivered across different channels with automation.

And it is really easy to use.

I'd take their word for it, and have a demo or more info to see exactly what it is and how it works.

But I'd rather have that information right here, simple explained so I know exactly what it is.

The screenshot shows the LegalRSS website. The header includes the logo and navigation links: HOME, OUR FREE APP, LEGAL CONTENT, TESTIMONIALS, ABOUT US, CONTACT, LOGIN, and a search icon. The main heading is 'Why choose LegalRSS?'. The page is divided into several columns:

- Win more clients & save marketing time and cost:** This section explains the benefits of using LegalRSS, such as creating good content for your website, administering content, and social networking. It includes a 'Call me back' form with fields for Name, Email address, Company, and Telephone number, and a 'CONTACT ME' button.
- Twitter feed:** This section displays a tweet from LegalRSS about a live event, with a link to the event page and a list of sponsors.
- Latest news:** This section features a news article titled 'TRANSFERRED FROM ONE EMPLOYER TO ANOTHER? YOU HAVE LEGAL RIGHTS!' with a 'VIEW ALL NEWS' button.

The footer contains contact information, links to privacy and cookie policies, and the company name 'LEGALRSS LIMITED'.

CTA  
More 'contact us' on a different theme.



## FAQ's

## More benefits

Page dedicated to benefits.

More of the same benefits on a different page deep in the site, explained in a different way.

Time saving

Time saving

Good writers - good content.

£10 per article. Bespoke would be £250 plus.

Yes but bespoke is not syndicated so that explains the price difference.

Geographic exclusivity - nearly.

This feature was given more prominence on the Berners site.

Writer plug - our content is produced by people with relevant expertise.

Content may be supplied with partners notes

Content can be edited

Writer plug We keep up to date with legal news and developments

Tailored to client. Great thing to do with a good example, but buried deep down in the FAQs - no one will make it this far, apart from sneery UX researchers.

More, credible information about the writers. Really good to know, but needs to be explained on the homepage this clearly.

Its very abstract on the homepage.

Constant content make much of 'The writer'

And still now, I would like to have a ball park figure of the cost.

But need to get in touch.

And I don't think they need to hide the fact it is syndicated.

LEGALRSS

HOME OUR FREE APP LEGAL CONTENT TESTIMONIALS ABOUT US CONTACT LOGIN

## FAQs

### Frequently Asked Questions

**Q: Our newsletters take ages to write and take a huge amount of fee-earner time: what can we do about that?**  
A: Don't get the fee-earners to write them. We'll do it for you, professionally and for a fraction of the cost.

**Q: If the marketing department writes them, we still have to check them thoroughly, which takes ages. What can we do about that?**  
A: We can help here as well and work with your marketing team in the provision of ready-to-use news content.

**Q: But how do you make content produced by professionals lively and interesting?**  
A: We have many years of experience in this. Our news content is edited by experienced professional writers who know how to make it interesting to the reader and to express complex ideas in straightforward English. They have a good understanding of the news content and are able to retain the sense of it whilst still making it readable by your clients. If needed, we or you can add a marketing message where possible to try and provoke your audience to seek instruction from your firm.

**Q: Wouldn't that cost a lot?**  
A: To do as a 'one off' it would. However, because we produce similar material for dozens of firms, we can produce the content you need to be more successful, almost certainly for less than it would cost you to do yourself. Our average client pays considerably less than £10 per article (a 'bespoke' rate for similar material would normally be between £250 and £450).

**Q: Does this mean our competitors will be sending out the same things we are?**  
A: No, because the number of firms allowed to buy our material is limited with reference to their geographic location. If we see an area getting 'full' we stop supplying to it. In the case of ready-to-print newsletters, material can be exclusive in your area.

**Q: How technically accurate is your news content?**  
A: Our material is produced by people with relevant expertise, mainly with long experience in professional practice and reporting upon legal matters. It is then checked for accuracy and rewritten as needed by our editorial staff. Content may be supplied with partners' notes.

**Q: Can we use it elsewhere?**  
A: Subscribers to our content services can republish content for their own purposes as and when they like, provided it is not re-sold or resupplied to anyone else. We are happy to discuss other arrangements if required. The ready-to-print material can only be distributed in printed form or on your website. You can use it as magazine articles, web content, seminar support material, newsletters and so on. See our terms of trade for more detail.

**Q: How do you know what to write about?**  
A: We keep up to date with legal news and developments and are constantly looking for those that will be most interesting for, and have the most impact on, commercial and private clients. New and interesting points of law are not necessarily of immediate interest for clients, and so we choose those that are and which are likely to lead to instructions for your firm. As well as the various court and media sources, we take over 40 legal magazines and newsletters each month (and receive dozens of e-newsletters) and sift through all this information to find interesting material, 'need to know content' and items which have good marketing 'hooks' for law firms.

**Q: What qualifications do you have?**  
A: We source content from court reporters, legal journalists, and practising lawyers and people with relevant marketing experience in the legal sector. Our content writers and editors are highly qualified individuals with many years' experience in the legal sector. Not only are the writers and editors experienced in law but they are also well practised at marketing to law firms' clients.

**Q. What about the financial risk?**  
A: We are completely confident in the quality of our material. As a result, we are happy to offer a trial period for you to get a real feel of the system and the content.

**Q. What about exclusivity?**  
A: Some of our products are postcode exclusive. Our content services are normally not, but we stop supplying when we see there is a danger of over exposure. We will consider exclusivity arrangements – please contact us.

We know that when we write for our clients, we carry their brand in our hands. Our material is widely recognised as being of excellent quality: our longevity in the market and client list speak for themselves.

If you are interested in further information or would like to discuss our services, then visit our [contact us page](#).

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