

Does your  
law firm need

*words that bite?*

[www.pinkrottweilercopywriting.com.au](http://www.pinkrottweilercopywriting.com.au)

# Why your law firm needs

## *Pink Rottweiler Copywriting*



### **Copywriting is a bit like fishing**

The words you use (whether on your law firm's website or in your publications) are bait - their quality plays an important role in determining whether you actually catch a fish. In short, if your bait isn't tasty, you won't even get a nibble ... and you may find that a potential client goes to a competitor.

### **Lawyers aren't copywriters**

While lawyers spend much of their time working with words, this is no guarantee they will be good at copywriting. Often they are writing for other lawyers, which may not lead to a client-friendly way of communicating - especially when the clients are non-lawyers.

## Are your lawyers so busy working on matters that they don't have time to promote your firm?

It is hardly a secret that most lawyers are so busy with their matters that they don't have much time to devote to business development. This often leads to a patchy attempt to keep their name out there in the marketplace. Yet, these days, maintaining a public profile and a web presence is crucial if you want to ensure that prospective clients knock on your door rather than your competitor's door.

## Wouldn't your lawyers' time be better spent doing what they do best – being lawyers?

We all know the top-tier firms have armies of people devoted to marketing. This is because they realise it is more cost-effective for their lawyers to spend their time billing clients, rather than making half-hearted attempts at writing promotional material, copy for the firm's website, a blog, or an eNewsletter for clients. However, the reality is that smaller firms can't afford large marketing departments, so often they leave these tasks to the lawyers, with mixed results.



## Should smaller firms outsource this work?

Yes. However, web designers, developers, advertising agencies and copywriters don't necessarily understand lawyers or the restrictions they operate under.

## What is the solution?

Retaining the services of the Pink Rottweiler - a freelance copywriter with a legal background who specialises in writing copy for law firms. The Pink Rottweiler can help with:

- Website copy
- SEO
- Blog articles
- eNewsletters
- Articles for legal or trade publications
- Brochures
- Direct mail
- Seminar papers
- Tenders
- Capability statements

for your firm (without the overheads).

**So, if your firm needs words that bite, then call the Pink Rottweiler on +61 (0)409 609 903 or email me at [info@pinkrottweilercopywriting.com.au](mailto:info@pinkrottweilercopywriting.com.au)**



**Pink**

**ROTTWEILER  
COPYWRITING**

**WORDS THAT BITE**

## Who is the Pink Rottweiler?

The Pink Rottweiler is Genevieve Burnett.

I have a PhD in history and a law degree from the University of New South Wales. I've taught history at both UNSW and the Sydney Conservatorium of Music. I also worked for seven years at a top-tier law firm in Sydney. I even did some time in the trenches at a small boutique firm. Recently, I've written a novel.

In short, I'm the perfect person to act as a bridge between your firm and your clients because I not only understand lawyers, I know how to communicate with clients in language they understand.

So, if you are after words that bite for your firm, give me a call on **+61 (0)409 609 903** or email me at **[info@pinkrottweilercopywriting.com.au](mailto:info@pinkrottweilercopywriting.com.au)**.

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