



HIRE AN
ESQUIRE

Aurora University Content Plan 2020

By Aurora University
Digital Marketing and Design Graduate Students

Agenda

1. Executive Summary
2. Brand Work
3. Content Audit Process and Findings
4. SEO Themes for Content
5. Samples of Content and How It Should Be Used for a Cohesive Brand Message
6. Social Media Recommendation
7. Next Steps and Description of Files for Use

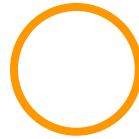
Executive Summary



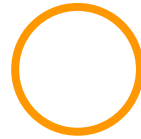
Content Audit



13 Content Themes



40 Pieces of Content



Plan for Use

Brand Personas and Voice

Who?

Small law firm owners and
in-house legal teams

Brand Voice Attributes:

Empathetic, Helpful,
Valuable



Maven Mike



Breakout Becca

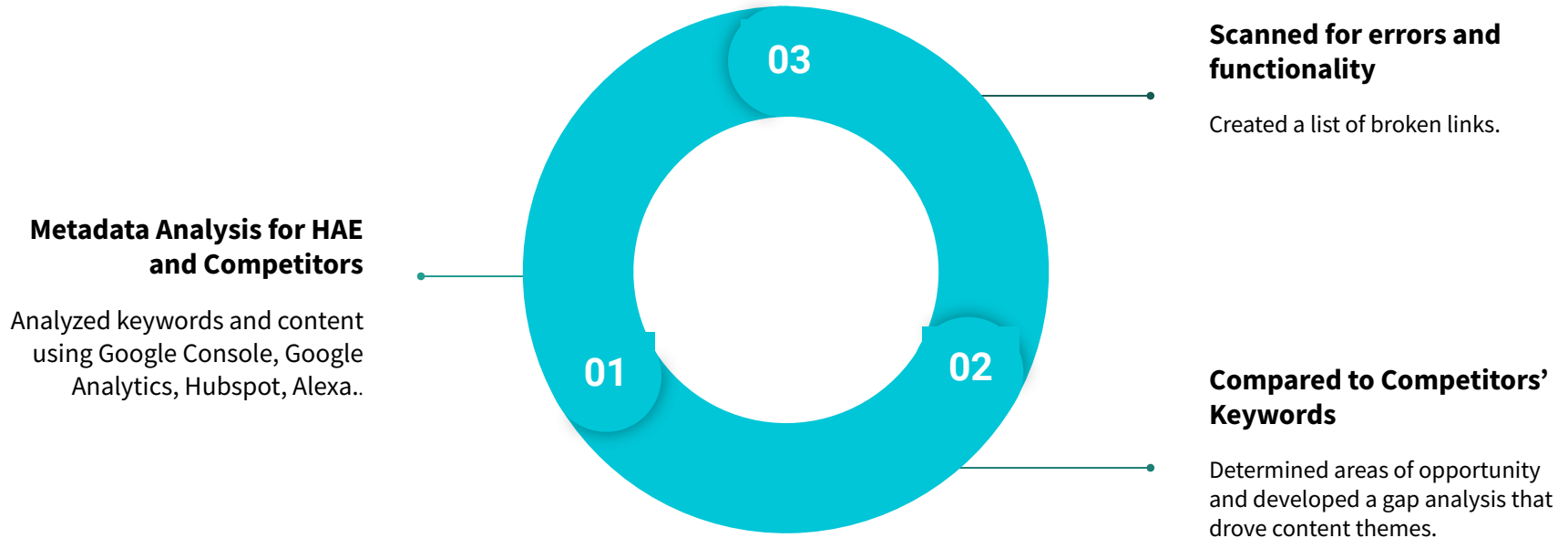
Positioning Statement

“To small legal teams, Hire An Esquire is an efficient gateway to solving short-term staffing needs through secure matchmaking services and a diverse network of vetted attorneys strategically chosen for your team.”

Overarching Content Theory

“Tell the customer their story first -
then connect it to your
story/solution.”

Content Audit Process



Top Ranking Posts

- Ultimate Guide to Legal Writing
- Top 5 Productivity Tools for Lawyers
- How Much Does a Contract Attorney Cost?
- Freelance Lawyer Gift Guide 2019
- Pros and Cons of Temp to Perm
- Freelance Lawyer and Paralegal Trends Report
- Remote Work is Not Just for Epidemics
- Lean Law, Pt.1

Ranking Keywords

- Freelance attorneys
- Legal staffing
- Contract paralegal
- Jobs+ attorney
- Jobs+ temp + lawyer
- Part-time paralegal
- Legal fees
- Freelance lawyers
- Esquire (Because of Esquire Magazine)
- Hire an Esquire
- Freelance jobs
- Alternative fee agreement

13 Content Themes

1. Legal Writing Advice
2. Temp to Perm
3. Lean Law
4. Freelance Lawyer Compliance
5. Productivity
6. Fostering Soft Skills
7. Contract Attorney Costs
8. In House Legal Teams
9. Freelance Lawyers
10. Top Legal Talent
11. Remote Work
12. Contract Paralegals
13. Part-time Paralegals

Social Media Recommendations

Target

Content should tie to the customer's story and provide a solution

Theme

Tie content back to 13 key themes

Drive

All content should drive to the website for conversion

Target



Does your work-from-home legal team need specialized talent for a project? Be sure to assess your remote candidates with the 4 Personality Traits of Highly Independent Performers.

<https://hireanesquire.com/blog/remotes-attorney-personality-traits>

#remotework #legalstaffing #hireanesquire #WFM #workfromhome



4 Soft-Skills Your Next Hire Should Have

HIRE AN ESQUIRE

1 RELATIONSHIP BUILDING

Your firm's success depends on your ability to **build and maintain positive relationships** with clients. Hire legal talent who consistently cultivates, nurtures and strengthens relationships with clients to achieve more work and referrals.



EFFECTIVE COMMUNICATION 2



Communication skills in a legal practice go far beyond the basics. Negotiations, interviews, and investigations are crucial. Look for someone who exudes **clarity**. Keep the lines of **communication open and clear** to establish you as a trustworthy source of information with your clients.

3 EMPATHY

When it comes to relating to clients it is important to be able to understand and appreciate others' points of view. For contract attorneys, the **ability to be empathetic aids negotiation**, conflict resolution, and the ability to convince others of your argument's merits.



TEAMWORK 4



Top contract lawyers have much to gain from **collaboration and expertise** of the legal team working collaboratively and effectively with others. This not only includes working with colleagues, but also clients, outside vendors, and those from other law firms.



CONTACT US
Email: hello@hireanesquire.com
Website: www.hireanesquire.com



Target

Advice from Experts for Legal Writing

Write concisely, cut out unnecessary adjectives and adverbs.


Compound

- at the point in time
- by means of
- by reasons of
- by virtue of
- for the purpose of
- for the reason that
- in accordance with
- in connection with

Simplified

- then
- by
- because of
- by / under
- to
- because
- with / about / concerning




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What are soft skills? And why do they matter?

Find out more with our downloadable guide: [Fostering Soft Skills in the Workplace.](#)



Download Our Free Guide
Fostering Soft Skills in the Workplace

FIND THE BEST FIT FOR YOUR FIRM AT [HIREANESQUIRE.COM](#)

Learn More

20

562 Comments 311 Shares



TIPS ON WORKING FOR A LAW FIRM AS A CONTRACT PARALEGAL

PERFORM UNDER PRESSURE

Paralegals rarely work on single tasks throughout their day so it's important to learn how to multi-task and perform under pressure. Some of the tasks you will take on will include helping attorneys prepare for hearings, talking to clients and witnesses on the phone, and conducting legal research in the office or law library.

ADAPT TO DIFFERENT WORK STYLES

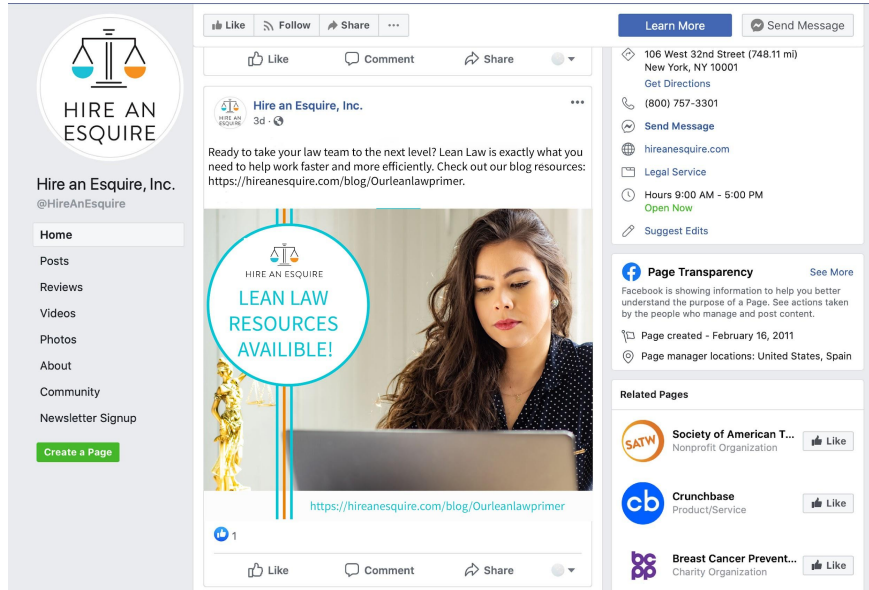
Every paralegal works at a different pace with different locations, but not every attorney can adapt to new work styles. Consider adapting to new styles and requirements with different attorneys to complete tasks on short notices due to court imposed deadlines.

BECOME PRECISE

Accuracy is important in a law firm office. While you may think missing deadlines may not be as important as it sounds, consider the consequences of potentially resulting in a malpractice claim against the attorney. Successful paralegals double check deadlines when asked for a case even though it was not part of an assigned task.

[VISIT HIREANESQUIRE.COM](#)

Themes as Packages



Theme: Pros and Cons of Temp to Perm



PROS AND CONS OF TEMP TO PERMANENT

PRO TEST THE WATERS

Get to know the candidate and find out if a long-term, permanent arrangement is right for both parties.

PRO AGILE GROWTH

Innovative law firms will pitch work when they know they have quality temporary help on standby. With a temp to perm arrangement, you can win the work and keep it without worrying about sustaining the overhead if the client work slows down or stops—and you'll have a known, strong option standing by when your client work hits the volume and consistency for a permanent employee.

PRO QUICK RESPONSE

Without the pressure of commitment and the accompanying employer risk, you can hire someone much sooner and get some help ASAP.

CON NO RING ON IT

The lack of commitment cuts both ways. A temporary employee that isn't converted to permanent within a few months' time may be inclined to keep an eye on other opportunities.

Looking to hire an attorney or paralegal on a temp-to-perm basis? It's always free to post a job and search candidates on Hire an Esquire.

[Sign up](#) and get started today!

Theme: Productivity Tips

Productivity Tips for Working at Home



Visit our blog to find ways to improve your productivity!
<https://hireanesquire.com/blog>

With the ongoing pandemic, many professionals have had to conduct their profession within the confines of their home. With TVs, family, couches, and pillows it may be hard to stay focused on that important deadline. Have no fear, we have curated four major tips that

Drive

The screenshot shows a mobile app interface for 'Hire an Esquire'. At the top, there's a navigation bar with icons for Home, Moments, Notifications, and Messages. Below this, a profile card for 'Hire an Esquire @hireanesquire' is visible, with a 'Following' button. A text post from the account reads: 'What elements make the best office in your own home? Check out our blog post at <https://hireanesquire.com/blog> to learn how to create the perfect in-home office. #Law #FreelanceLawyer #LicensedAttorney #HireanEsquire'. Below the post is a navigation bar with icons for Home, Moments, Notifications, and Messages, along with a 'Create' button. The main content area shows a post from 'Hire an Esquire, Inc.' dated September 25 at 3:30 PM. The post text says: 'We take the burden off of our clients within payroll, compliance, insurance so that you can do what you do best without a worry. Learn more about what Hire an Esquire can do for you and your firm as either a freelance lawyer or in-house law firm at: <https://hireanesquire.com/> and for more Freelance Lawyer resources, visit our library [here!](#) #FreelanceLawyers #LeaveltToUs'. The post includes a list of services: '1. Payroll', '2. Compliance', and '3. Insurance'. The post also shows engagement metrics: '2,354 people like this including 1 of your friends', '2,425 people follow this', and '1 person checked in here'. At the bottom, there's a contact information section with a phone number '(800) 757-3301', a 'Send Message' button, and an email address 'support@hireanesquire.com'.

Hire an Esquire
@hireanesquire

Following

What elements make the best office in your own home? Check out our blog post at <https://hireanesquire.com/blog> to learn how to create the perfect in-home office. #Law #FreelanceLawyer #LicensedAttorney #HireanEsquire

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September 25 at 3:30 PM ·

We take the burden off of our clients within payroll, compliance, insurance so that you can do what you do best without a worry. Learn more about what Hire an Esquire can do for you and your firm as either a freelance lawyer or in-house law firm at: <https://hireanesquire.com/> and for more Freelance Lawyer resources, visit our library [here!](#) #FreelanceLawyers #LeaveltToUs

Leave it to Us...

1. Payroll
2. Compliance
3. Insurance

2,354 people like this including 1 of your friends

2,425 people follow this

1 person checked in here

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(800) 757-3301

Send Message

support@hireanesquire.com



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Fostering Soft Skills in the Workplace

How Psychometrics can
Transform your Office



Learn More on how
to hire candidates best fit
for your firm at
Hireanesquire.com

Utilize a Variety of Social Media Functions

- LinkedIn
 - [80% of B2B leads come from LinkedIn](#)
- Groups
 - Facebook & LinkedIn
- Stories
 - [Over 500 million people use Instagram stories in a day](#)
 - [75% of participants in one study said they prefer Facebook Stories](#)



Brand Cohesion

- Target, Drive, Theme
 - Content should tie back to 13 concepts and seek to solve customer problems
- Content is paired with other existing articles and blog posts
- Based on popular posts
 - Reference Content Pairing Chart
- Brand Identity
 - Visual and Feeling



Content Pairing Chart

- Find everything with ease
- Connect our content with yours

Content Theme	Content Name	Type	File Name
Legal Writing Advice	LinkedIn and FB Story	Social Media	Writing 1
	Advice From Experts for Legal Writing	Social Media	Writing 2
	Advice From Experts for Legal Writing	Infographic/ Listical	Writing 3
Temp to Perm	Pros and Cons of Temp to Perm	Infographic	Temp 1
	Pros and Cons of Temp to Perm	Social Media	Temp 2
	Pros and Cons of Temp to Perm	Video	Temp 3
Lean Law	Guide to Lean Law	Video	Lean 1
	Lean Law Facebook Post	Social Media	Lean 2
	Three Steps to Lean Law	Infographic	Lean 3

Next Steps

Dropbox has the 40 pieces of creative, the audit documents, and a spreadsheet that pairs content (existing and new) into themes.

Thank You