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Welcome to News with Edge!



Writing and contributing articles for publication can be an important part of a successful thought leadership program.

A well-written article can share expertise, discuss trends and opinions, or answer common questions faced by your audience.

Web content has a long life, and a growing body of blogs, articles and white papers can establish your role as an expert in your profession. This month's article will help you get started!

A handwritten signature in cursive that reads 'Amy Juers'.

Amy L. Juers, MBA
Founder and CEO
Edge Marketing, Inc.

How and Why to Write a Bylined Article



I know what you are going to say, “I don’t want to spend my time writing an article that doesn’t promote my company.” However, this is a great opportunity to showcase your expertise and knowledge and get your company out there in a very nonpromotional way.

First of all, your marketing materials are where you promote your company and your offerings. Your company website, brochures, trade show collateral and even your blog can be promotional (although I wouldn’t recommend this for every post). Bylined articles are different. They give you the opportunity to showcase you and your company as experts in your field. When writing a byline, remember that the people reading it are potential clients – you want them to reach out to you because of your expertise. Here is the process you should follow when writing a bylined article:

Choose a Topic

When you write a bylined article, you should find a topic that is relevant to what you offer as a company, but also something you can write about without talking about your products or services. For example, if you are the CEO of an e-discovery service provider, [Read the article](#)

About the Author

Nicolle Martin helps her clients strategically plan and execute marketing and public relations activities that will help them achieve their goals and make them happy in their jobs.



Prior to joining Edge, Nicolle worked at Kroll Ontrack, where she most recently served as the director of marketing services and managed a team responsible for executing all marketing and public relations activity for both of the company’s product lines. In the way-back machine, Nicolle received her Bachelor of Arts degree in English from the University of Minnesota – Duluth.

Did You Know...?

Bylined articles are a great way to showcase your expertise about your industry and can lead to speaking and additional media opportunities for the author.

Industry Stories and News

Read the latest top stories and industry news!

[What's the Marketing Strategy When A Data Breach Hits?](#)

[Accounting Today names Best Firms to Work For](#)

[Emoji Awareness in Law](#)

[Reality: 100% Protection against Cyber Threats is Impossible](#)

[Crisis Communications: Equifax scurries amid chaos after data breach](#)

[Congressmen concerned about misuse of .cpa domain](#)

[Instagram Hack Hits Millions of Accounts; Victims' Phone Numbers are Now For Sale](#)

[Proposed Law a Game Changer for IoT Security](#)

Upcoming Events

Check out these upcoming industry events!

[Data Analytics in the Law - Evolve Law Now, Sept 27, New York](#)

[Transformative Leadership Awards, Oct 10, Washington DC](#)

[Deep Learning Summit, Oct 10-11, Montreal](#)

[Legalweek Strategic Technology Forum, Oct 10-11, San Diego](#)

[World Litigation Forum, Oct 11-12, San Jose](#)

[ACC Annual Meeting, Oct 15-18, Washington DC](#)

[AICPA Women's Global Leadership Summit, Nov 8-10, Chicago](#)

[KMWorld, Nov 6-9, Washington DC](#)

[Technology in Practice - TIP \(e-Discovery\), Nov 8-10, Toronto](#)

[AICPA Forensic & Valuation Services Conference, Nov 13-15, Las Vegas](#)

[Georgetown Law Advanced e-Discovery Institute, Nov 16-17](#)

[Xerocon, Dec 5-7, Austin TX](#)

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