



I Hope This Message Finds You...

and Other Signs You're Using AI (Wrong)

Using AI to create more authentic content, improve client communication, and save time — without losing your voice.

Why This Topic Matters

AI is already part of everyday law practice — emails, marketing, drafting, intake, client communication, internal workflows. The real problem isn't whether lawyers are using it.

⊗ The real question: How do you use AI in a way that actually improves your work, without sounding generic, impersonal, or disconnected from your clients?

No Clear Strategy

Most lawyers are told to use AI — without guidance on how to use it well.

Wrong Priorities

Lawyers default to the most tempting uses, not always the most useful ones.

Missing Framework

AI should support judgment — not replace it.

Adoption Without Strategy.

A lot of lawyers are already experimenting with AI. What's often missing is the thinking behind the tool.




The Result

When there's no strategy, lawyers start using AI for the most tempting things — not always the most useful ones. The output looks polished. The thinking behind it often isn't.

⚠ Efficiency without intention creates risk — not just reputational, but ethical.

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What Happens When AI Has No Strategy

Marketing that sounds like everyone else

Emails that don't sound like you

Drafts used without enough review

"Thought leadership" with no real thinking

AI is not the problem. Using it without judgment is.

"I hope this message finds you well..."

You can tell when an email was written by AI.

- Generic opening
- Overly formal tone
- Polished, but impersonal

Why It Matters

The more lawyers rely on AI-generated communication without editing it, the more interchangeable everyone sounds. Clients notice. Referral sources notice.

Discussion Question

Have you received an email recently that you immediately suspected was AI-generated? What gave it away? How did it make you *feel*?



I Stumbled Across My Boyfriend's ChatGPT and It Ended Our Relationship

It wasn't cheating or some dramatic betrayal. What I found was worse: his uncertainty.



LINDSEY HALL

MAR 31, 2026



28,311



2,851



2,610

Share

I find out my now ex-boyfriend had been questioning his feelings and attraction to me in the most dystopian, laughably modern way possible: ChatGPT.

Laid on his couch, midnight on a Friday, I was working late as he snoozed blissfully on my shoulder when my phone died in the heat of a client exchange.

AI can help you organize, edit, and clarify.

What it cannot do is replace your judgment, your attention, or your relationship with the client.

If a message is supposed to reassure, advise, or respond to something difficult, the client should still be able to feel *you* in it.

The risk is not using AI. It's outsourcing connection.

The Problem With "AI Voice"

Overly Polished

Too Verbose

Generic

"Fake Nice"

Emotionally Flat

What Clients Actually Want

Clients aren't looking for perfect content. They're looking for something AI can't manufacture on its own.

- **Clarity** — plain answers to real questions
- **Reassurance** — someone who understands their situation
- **Perspective** — judgment they can trust
- **Trust** — a human on the other end

AI works best when it starts with something real.

The raw material has to come from you — your conversations, your clients, your observations, your lived experience.

AI should refine your ideas, not replace them.



Real Conversations

Client questions, consultations, recurring issues from your practice



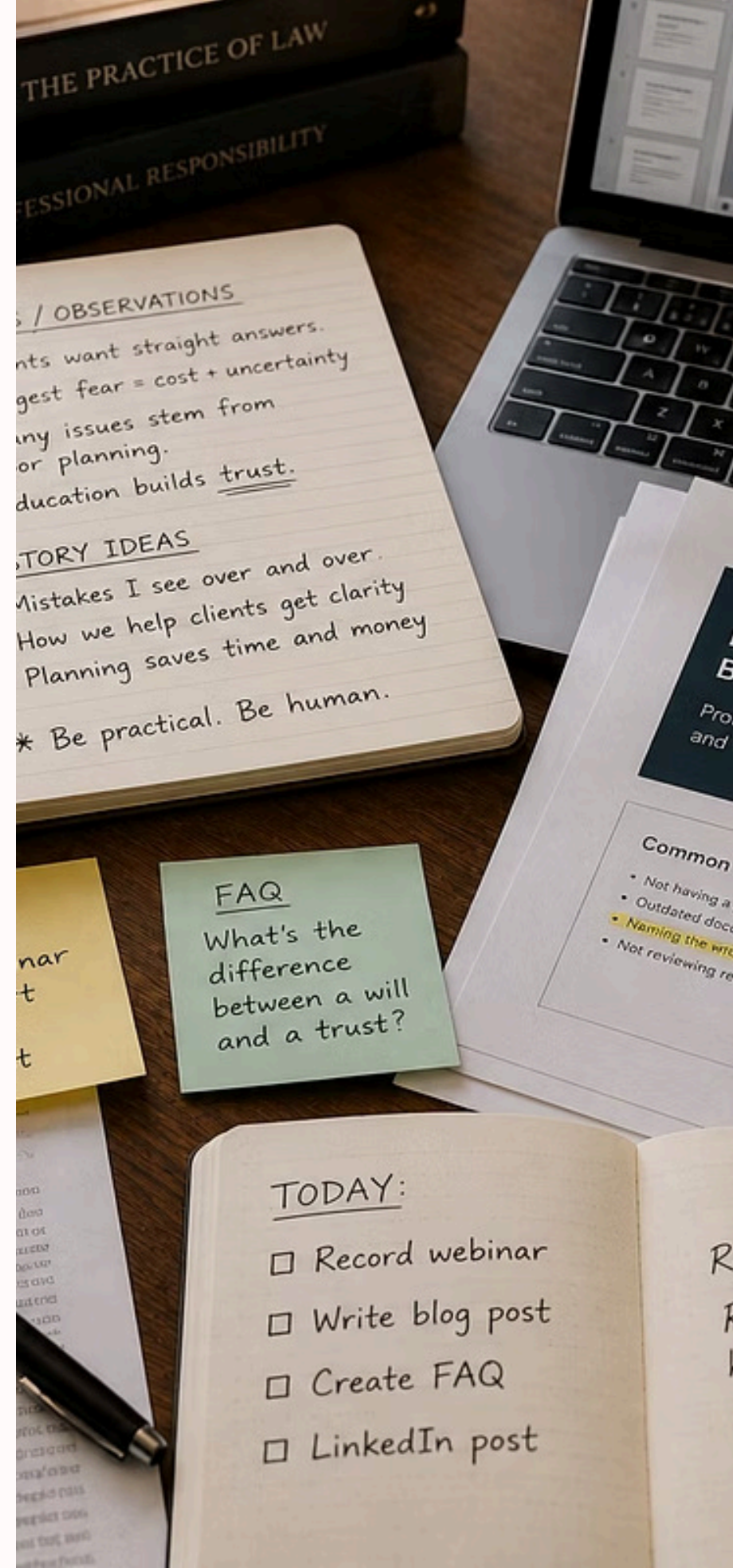
Existing Content

Webinars, presentations, articles you've already created



Lived Experience

Frustrations, observations, and insights from years of practice



The return of dictation.



A fellow external processor.

Not everyone thinks best at a keyboard.

A lot of lawyers work out what they think by talking through a problem. That is not a weakness or a bad habit. It is often the fastest way to get to something real.

Why I think this matters

- it is faster for many people than typing
- it works well for people who process externally
- it can be a much better fit for dysgraphia, dyslexia, ADHD, and other accessibility needs
- it captures your actual voice, instead of starting with generic AI language

Talk it out → transcribe it → clean it up → use AI to organize

What Lawyers Get Wrong

Weak Prompt

"Write a LinkedIn post about estate planning."

Result

- Generic and broad
- Sounds like everyone else
- Technically correct, but forgettable

What's Missing

There's nothing in that prompt that reflects your actual practice. The AI has no way to know:

- What your clients are actually asking
- What problems you actually solve
- How you actually talk
- What makes your practice distinct

Garbage in, garbage out — no matter how sophisticated the tool.

What Works Better

Start with something real. Give AI something to work with — and the output will actually sound like you.

→ **"Three questions clients asked me this week about probate."**

→ **"Rough notes from a consultation I just had."**

→ **"I've explained this same issue to three different clients this month."**

→ **"Here's an outline/transcript from a webinar I gave."**

✔ Result: More specific. More useful. More authentic. More aligned with your actual voice.

The Rule of Three

If you get asked the same question three times – create something from it.

Your best marketing topics are hiding inside your everyday work. When a question keeps coming up, that's your content strategy talking.

FAQ

Checklist

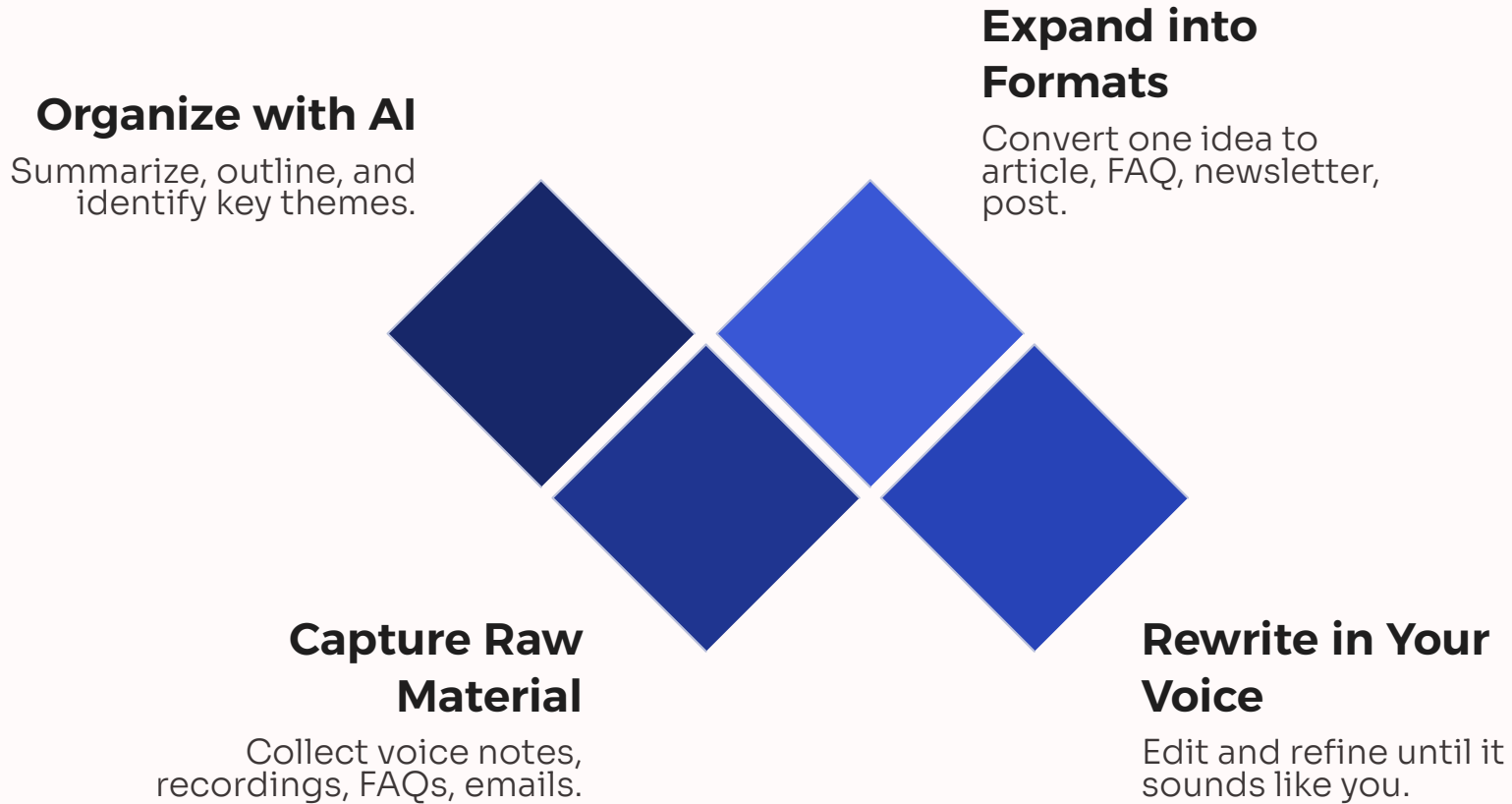
Blog Post

Client Guide

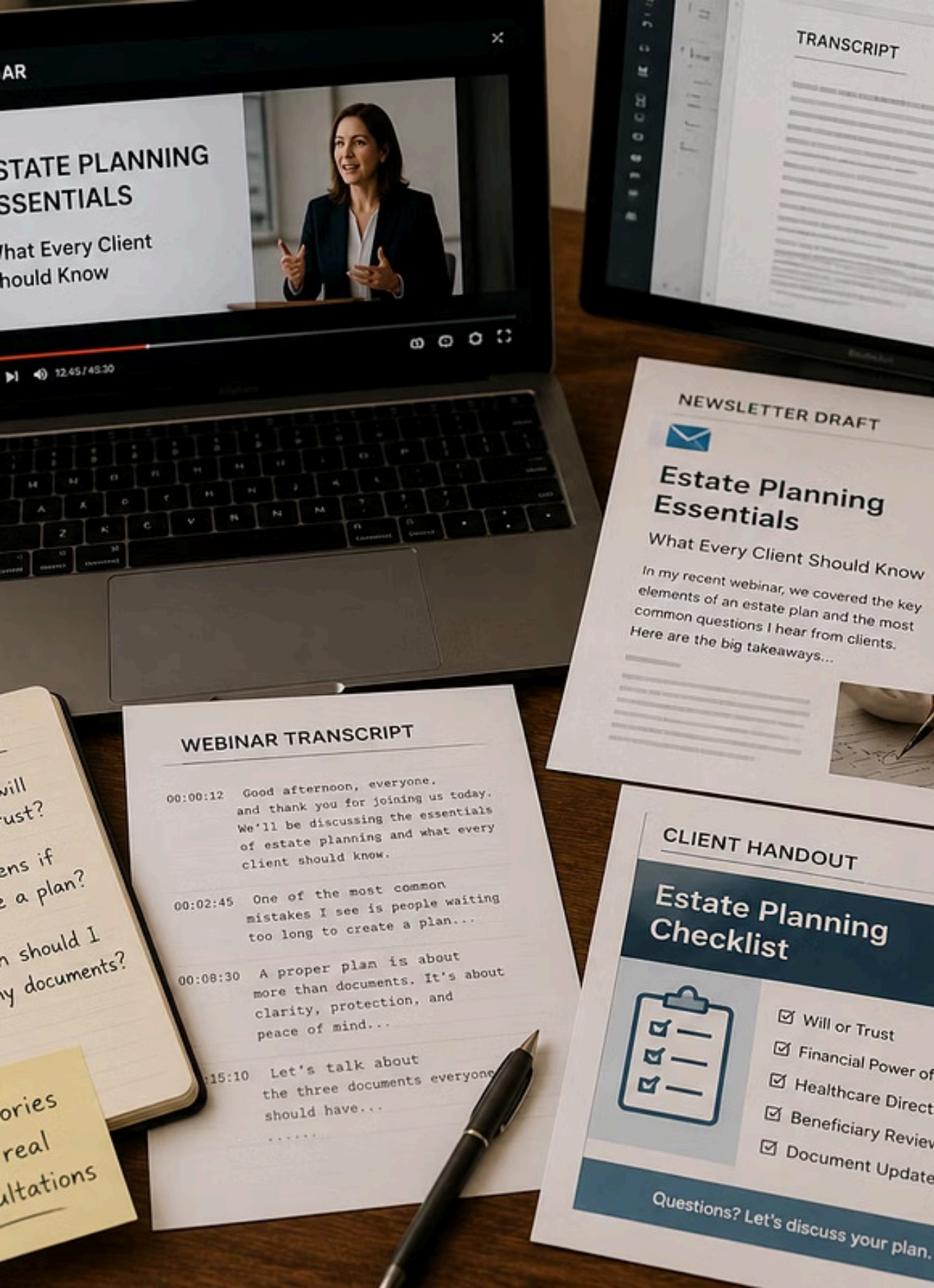
Newsletter

LinkedIn Post

A Better AI Workflow



The key isn't working harder — it's building a repeatable system that turns what you already know into content that actually serves your clients.



Content Repurposing

Start With What You Already Have

Record a webinar or presentation. Transcribe it. Pull out the strongest explanations, examples, and FAQs. Then create:

- Newsletter topics
- Blog posts and website resources
- Short video clips
- LinkedIn posts
- Client handouts

You don't need to constantly create from scratch. You need a better system for reusing what you already know.

Write for a Person, Not for "Content"

One of the easiest ways to sound generic is to write for everyone. The more general your content becomes, the less it resonates — with anyone.

Write for one client

Picture a specific person sitting across from you.

One real issue

A question, a frustration, a recurring problem you actually solve.

One real conversation

If you can't picture who you're talking to, your AI tool certainly can't either.



AI Should Create Time, Not Distance

What AI Can Do

- Save administrative time
- Streamline workflows
- Organize and repurpose information
- Help personalize content more efficiently

Use That Time For

- More conversations with clients
- Relationship-building
- Attending events
- Improving the client experience
- Creating better client resources

Efficiency should never come at the expense of connection. The time AI saves you is only valuable if you reinvest it in the human side of your practice.



The Risk of Over-Automation

When Automation Goes Too Far

- Intake systems with no real follow-up
- Generic automated emails
- Follow-up that feels cold or robotic
- Answering services that can't answer real questions

⚠️ What happens when a prospective client reaches out in a stressful moment and can't get a real person?

Clients remember responsiveness, empathy, and clear communication far more than efficiency.



The Human Advantage

As AI content becomes easier to produce, the things that stand out are the things technology cannot fake.



Trust

A real voice and real credibility.



Judgment

Knowing what matters and how to advise a client through it.



Connection

Listening, reassuring, and understanding what someone is actually going through.

AI can support your work. It cannot replace your judgment or your ability to connect with a client.

Where AI Helps, and Where It Doesn't

Use AI to support work you already understand

✓ Helpful Uses

- Organizing notes, transcripts, and research
- Drafting outlines, checklists, and first-pass structures
- Repurposing content you've already created
- Personalizing communication for different audiences
- Simplifying or clarifying explanations for clients
- Turning real questions, FAQs, and presentations into usable content

Do not use AI to replace judgment or original thinking

✗ Where Lawyers Get Into Trouble

- Asking AI to create content from a blank prompt
- Publishing generic marketing posts with little or no editing
- Replacing client communication with automated responses
- Treating AI as if it were your associate or of counsel
- Using AI to draft work you do not know how to review yourself
- Assuming a polished answer is accurate, complete, or strategic



Bottom line: AI works best when it starts with something real and stays under the supervision of someone who knows what they're doing.

Don't Treat AI Like Your Associate or Of Counsel

AI is not a substitute for legal judgment, training, real world experience, or supervision.

If you do not know how to draft the motion, structure the agreement, or analyze the issue, AI is not the fix.

It does not know:

Your local court rules

Controlling law in your jurisdiction

The procedural posture of your case

The facts that actually matter

The strategic tradeoffs a real lawyer would spot

Use AI to brainstorm, organize, refine, or poke holes in an argument.

Do not use it to replace mentorship, co-counsel, or your own professional judgment.

 **A polished answer is not the same thing as a reliable one.**

Before You Hit Send or Publish

Every AI-assisted communication deserves a final human check. Ask yourself:

1

Does this sound like me?

2

Is this actually useful to my client?

3

Did this start with a real experience or question?

4

Is this too polished or generic?

5

Have I reviewed it carefully enough to stand behind it?

6

Am I building trust – or just producing content?

Final Takeaway

The goal is not to avoid AI. The goal is to use it intentionally.

Use AI To

- Save time and organize information
- Repurpose what you already know
- Communicate more clearly
- Create better resources for clients

Don't Use It To

- Outsource your judgment
- Replace your voice
- Substitute for the human side of practice

□ The lawyers who stand out will be the ones who use AI to amplify their expertise and perspective — not replace it. If your communication sounds like everyone else's, it disappears.

Questions?

What's coming up for you as you think about using AI in your practice?

Have you had an experience with AI-generated content that worked surprisingly well, or went completely sideways?

Is there anything you're doing with AI right now that has actually saved time or improved your work?