



# AI for Legal Marketing

Using ChatGPT & Descript to Build Content That Reflects You and Your Law Firm



by Kaitlin McGee

# Why This Program?

Marketing gets  
pushed aside

Perfectionism stops  
progress

Stay Authentic

AI reduces friction but doesn't replace you

Time  
constraints

Legal work takes priority





# What We'll Cover



ChatGPT brainstorming

Draft content efficiently



Repurposing content

Across multiple platforms



Descript editing

Create shareable clips



Real -life demos

Immediate takeaways



# ChatGPT: Start Where You Are

Brainstorm ideas

Develop authentic tone for bio

Get unstuck

Generate first drafts quickly

Find your voice

Avoid canned marketing speak



# Overcome Marketing Roadblocks



Generate FAQs

Common client questions



Draft posts

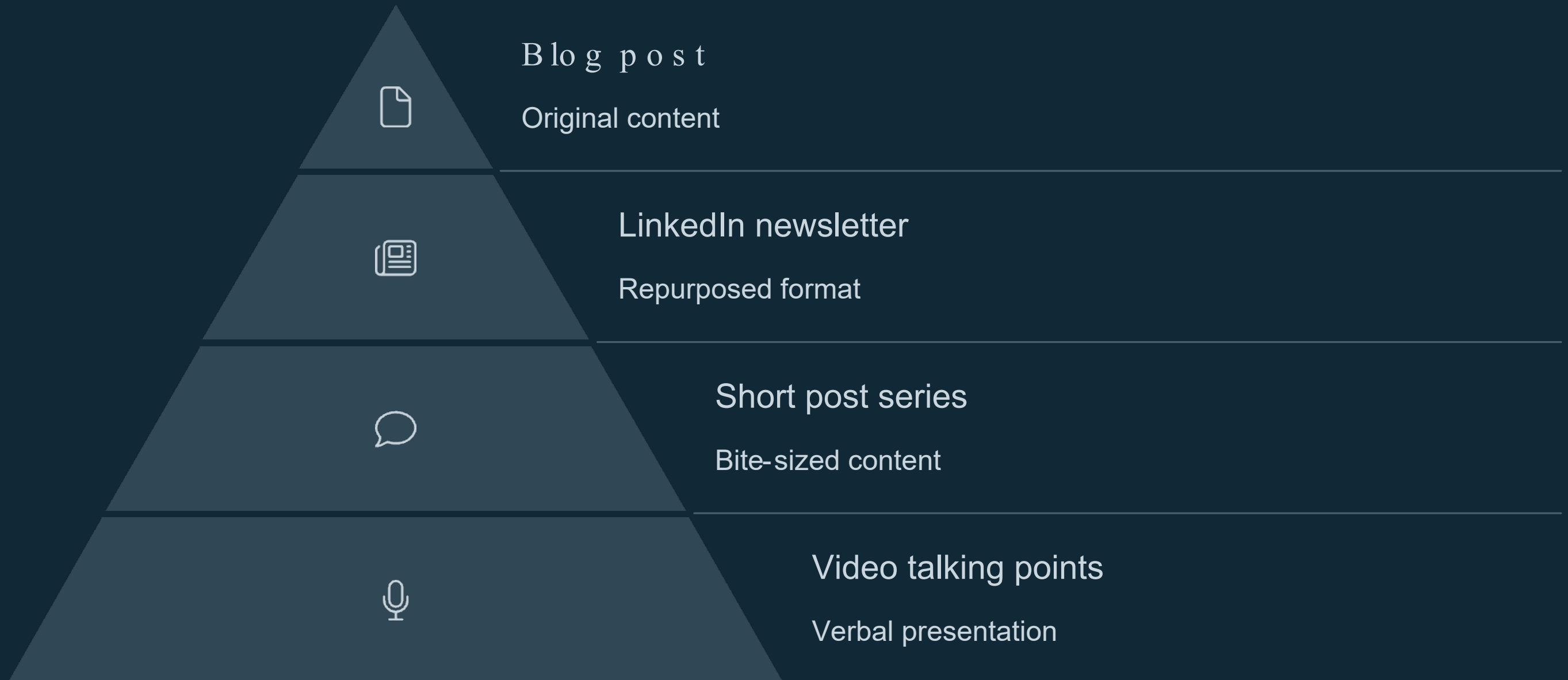
Newsletters and checklists



Condense content

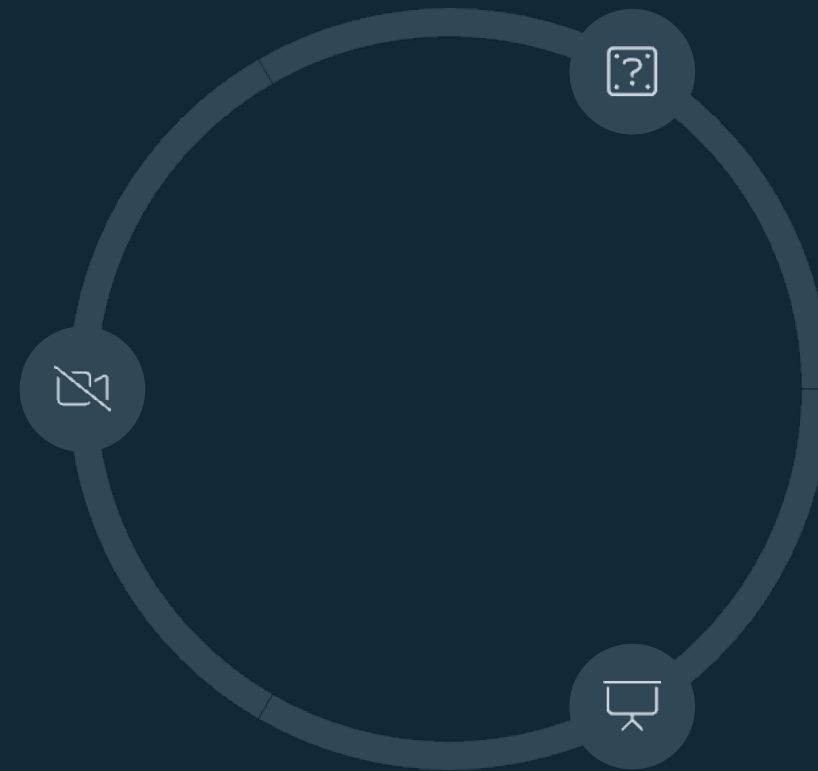
Long articles to short series

# From One Piece to Many



# Descript: Video Made Easy

Zoom recordings  
Repurpose existing content



FAQ clips

Answer common questions

Slides + voiceover

Create professional presentations

# Descript Demo Flow

Upload video

Start with existing content

Edit transcript

Words edit video automatically

Highlight key moments

Create shareable clips

Add captions and title

Make content accessible

Export polished clip

Ready to share



# Takeaways & Next Steps



AI reduces friction

Enhances your voice

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Repurpose content

Use what you have

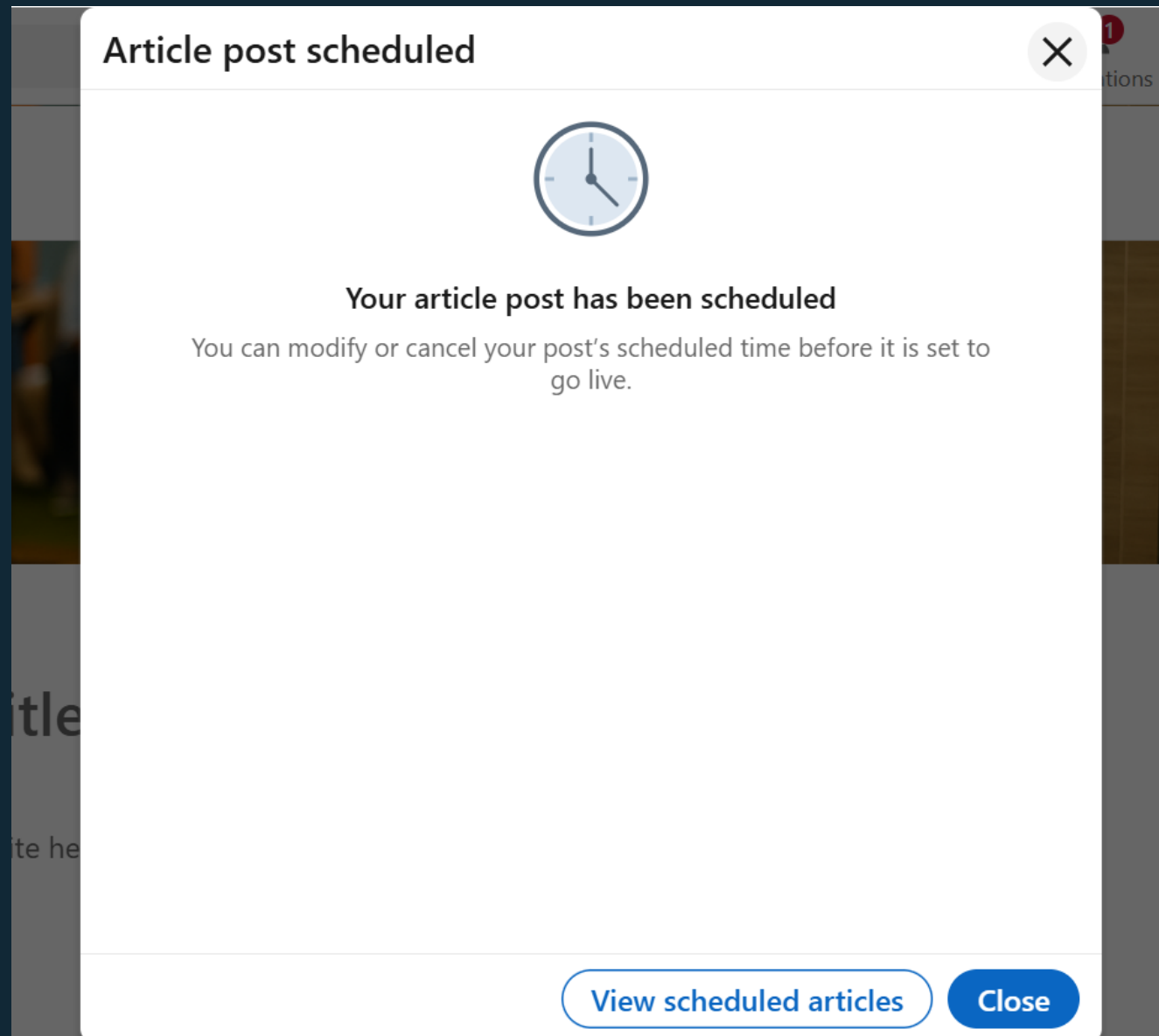
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Start small

One post goes a long way

# Scheduling Posts



- Schedule up to 10 posts at a time
- Posts can be scheduled up to 90 days in advance
- Schedule for “ideal” post times, vacations, or batching purposes