




# Elevare Edge: Weekly Tip

## Part 1: Strategising for legal directory submissions – Kick-off and Preparation

🚀 **Directory submission season for Asia is here! Get ready with must-know tactics for successful submissions!** 🚀

Key tactics	Key tactics	For Those New to Directory Submissions
 <b>Motivation &amp; Commitment</b>	<ul style="list-style-type: none"> <li>Maintain belief in the value rankings bring to your firm's <b>growth</b>.</li> <li>View each cycle as a <b>fresh opportunity to reinforce</b> your market position.</li> <li><b>Consistency</b> is key.</li> </ul>	<ul style="list-style-type: none"> <li>Participate because you genuinely see <b>the value in being ranked</b>.</li> <li><b>Commitment</b> and <b>belief</b> in the process are critical for success.</li> </ul>
 <b>Review and Celebrate Past Success</b>	<ul style="list-style-type: none"> <li>Analyse previous rankings to identify <b>improvements</b> and <b>wins</b>.</li> <li>Celebrate internally and share achievements on <b>social media</b> to <b>boost visibility and morale</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Even if you're new to submissions, <b>take stock of any recognition or client feedback</b> you already have.</li> <li>Start boosting your <b>online presence</b> on social platforms by <b>celebrating these wins</b> with your team and sharing them publicly.</li> </ul>
 <b>Craft a Clear Strategy</b>	<ul style="list-style-type: none"> <li>Focus on <b>priority directories</b> aligned with your strengths.</li> <li>Review updated <b>criteria</b> and prior feedback to tailor your submissions.</li> <li>Make your submission <b>stand out</b> amidst hundreds of entries.</li> </ul>	<ul style="list-style-type: none"> <li>Choose directories <b>aligned with your practice areas</b> to focus your efforts.</li> <li>Understand what directories look for and submit <b>clear, concise, standout</b> content.</li> <li>Some categories can be popular and crowded – find your <b>niche sector</b> that demonstrates your capabilities.</li> </ul>

### Why partner with Elevare Asia for your upcoming directory submissions?

✦ **30+ years** of combined **in-house experience** means we truly understand the pain points law firms face with submissions – from efficiency and accuracy to continuous improvement. **We've been in your shoes.**

✦ Benefit from **insider knowledge** from former editors and researchers, **saving you time** and **boosting your chances** of success.

✦ Our **comprehensive support** covers

- strategic advice
- competitor benchmarking
- high-impact drafting
- referee management
- submission coordination,
- training, and personalised coaching.

**Why social media matters and how to share your achievements? Explore more on Elevare Asia's blog page!**



**Limited offer!**

We now provide a **free 30-minute audit** to diagnose your current submissions and rankings and identify opportunities for improvement

## Contact Us



**Vivien Goh** (vivien.goh@elevareasia.com)  
**Iris Wang** (iris.wang@elevareasia.com)