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Building Trust, Not Hype: A Lawyer's Playbook for LinkedIn and AI

Katie Langer · Tuesday, September 23rd, 2025

Rob Joyner and Amanda Koplos welcome **Jessica Aries**, CEO of By Aries and former attorney, for a candid conversation about what *actually* drives business development on LinkedIn—and how AI can help lawyers do it faster.

Jessica traces her path from in-house marketing leader to agency founder after a gutsy LinkedIn post during COVID sparked nine new clients in a day. She breaks down four essential content pillars (services with value, credible recognition, relationship-building, and thoughtful personal brand), explains why engagement beats follower counts, and shares how to use AI for first drafts, better hooks, plain-language edits, and repeatable workflows (even custom GPTs).

The trio also plays LinkedIn Lawyer Bingo (goodbye, stock handshake pics) and an AI or Die lightning round before Jessica pitches her passion on AI-enabled marketing teams and agents that cut through marketing inefficiency. Expect practical tactics, zero fluff, and a few laugh-out-loud moments.

About the Guest

Jessica Aries

Jessica Aries is a former lawyer turned digital marketing strategist who helps law firms build stronger relationships through smarter digital content. As the founder of By Aries, she partners with mid- to large-size law firms across North America to elevate their brand visibility, empower legal marketers, and bring clarity to marketing data.

Jessica is known for her strategic approach to LinkedIn, AI adoption, and storytelling-driven marketing that drives real business development results. She regularly speaks at industry events and trains lawyers and marketers on building digital credibility in a noisy, high-stakes industry.

Episode Resources

[Jessica on LinkedIn](#)

By Aries | Law Firm Marketing Agency

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