

MEGAN HARGRODER

**Brand Builder. Story Strategist.
No Nonsense Legal Marketing Mind.**

Megan Hargroder is the marketing voice lawyers trust when they want to grow their firms without giving up their integrity. With fifteen years inside the legal industry and a track record of transforming hundreds of small and midsize firms, Megan teaches lawyers how to build brands that feel human, honest, and impossible to ignore.

Her philosophy is simple:
Trust wins. Every time.

Megan is sharp, funny, and disarming in all the right ways.

Her candor cuts through the noise, giving lawyers clarity they rarely hear anywhere else.



EMAIL: MEGAN@LEGENDSLEGALMARKETING.COM

IG: HEYITSMEGAN

WEBSITE: LEGENDSLEGALMARKETING.COM

WHAT MEGAN BRINGS TO THE MIC

- ✓ **A VOICE THAT CONNECTS**
Legal marketing is full of jargon and posturing. Megan skips that. She delivers the truth with clarity, humor, and a storyteller's instinct.
- ✓ **EXPERIENCE THAT ACTUALLY MEANS SOMETHING**
Fifteen years. Hundreds of firms. A company built from scratch. A national client base. Every insight she teaches comes from lived experience, not theory.
- ✓ **MESSAGING LAWYERS REMEMBER**
Megan's superpower is turning complex ideas into simple, actionable takeaways that stick long after the episode ends.

TOPICS AUDIENCES LOVE

BUILDING A BRAND THAT CLIENTS TRUST

How lawyers can stop performing and start connecting. Why trust outperforms every trend. How to build a brand that lasts.

MARKETING WITHOUT SELLING YOUR SOUL

A straight talk breakdown of authenticity in a crowded industry. What lawyers get wrong about messaging and how to fix it.

STORYTELLING THAT CONVERTS

Why every great brand begins with a true story. How to write like a human. How storytelling builds loyalty and credibility.

LEADERSHIP PEOPLE STAY FOR

How lawyers can lead without ego. What makes teams loyal. How real leadership becomes a quiet competitive advantage.

THE MYTH OF THE PERFECT LAWYER

Letting go of impossible standards. Showing up with confidence. Turning vulnerability into trust.



PODCAST FEATURES

Megan has been featured across legal marketing, leadership, and business podcasts including:

The 80/20
Principle



LNL
LADIES N LAW

MINDOVER
LAW

PIM
PERSONAL
INJURY
MASTERMIND

LAWHER



The
Passive
Income
Lawyer

THE LAW
ENTREPRENEUR

LEGAL
TOOLKIT
LEGAL TALK
NETWORK



HIGHLIGHTED EPISODES

THE NEW RULES OF
SEO FOR LAWYERS IN
THE AGE OF AI

The 80/20
Principle



DIGITAL NOMADISM
FOR LAWYERS

The 80/20
Principle



SEO VOOODOO AND
ONLINE VISIBILITY

The 80/20
Principle



YOUR BEST
MARKETING FOCUS

The 80/20
Principle



ORGANIC SOCIAL
MEDIA MARKETING

PIM
PERSONAL
INJURY
MASTERMIND



BUILDING TRUST
WITH STORYTELLING

The
Passive
Income
Lawyer



IMPROVING CLIENT
EXPERIENCE AND
ONLINE PRESENCE

THE LAW
ENTREPRENEUR



HOW TO TELL
YOUR STORY

THE PROJECT
EGG SHOW



VULNERABILITY,
AUTHORITY, AND GRIT:
HOW TO CRAFT A
COMPELLING NARRATIVE

PIM
PERSONAL
INJURY
MASTERMIND



SPEAKING & WORKSHOPS

- Gideon Legal
- Rise and Lead in New Orleans
- CLE workshops across the country
- Leadership retreats and firm retreats
- Law firm marketing and brand strategy conferences

Megan delivers high-energy sessions focused on clarity, leadership, and practical growth. Her programs are designed to give lawyers tools they can apply immediately inside their firms.

ARTICLE FEATURES

APRIL 5, 2022

Managing Editor

"How Megan Hargroder Found Her Content Marketing Niche"



THE BOOK THAT SHIFTED THE CONVERSATION

Trust Is the Strategy

Megan didn't write a marketing textbook. She wrote a reality check.

Trust Is the Strategy is the book lawyers pass around when they're ready to stop pretending that the loudest firms win. It clears away noise and empty tactics and teaches lawyers how to build something real.



The book is built on fifteen years of working with small and midsize law firms, watching what actually moves the needle, and calling out what wastes time and money. It blends storytelling, psychology, leadership, and brand building into a guide lawyers actually read cover to cover.



“Success is about more than impressing people. It is about earning their trust.”

“Integrity is not a tagline. It is how you operate.”

“The best marketing strategy is to stop hiding behind credentials and start leading with connection.”

BOOKING & CONTACT

Megan Hargroder | Founder,
Legends Legal Marketing

**Bring Megan to your
podcast, panel,
conference, or
workshop.**



EMAIL: MEGAN@LEGENDSLEGALMARKETING.COM

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