



LinkedIn for Attorneys: Creating Your Personal Brand

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If you're not taking advantage of LinkedIn, you're missing out! In this guidebook, *LinkedIn for Attorneys: Creating Your Personal Brand and Writing Highly Visible Posts*, trade secret attorney and experienced speaker Anabella Bonfa details how LinkedIn is ideal for creating a personal brand.

WHY LINKEDIN?



- LinkedIn generally reaches a professional audience, while Facebook is focused on non-work purposes.
- Many professionals are on LinkedIn to connect with other professionals.
- Many clients will use LinkedIn to view potential attorney's profiles.



CREATING A BRAND WITH YOUR PROFILE

Your brand won't appeal to everybody, but it will appeal to the people who would like you best as their lawyer.

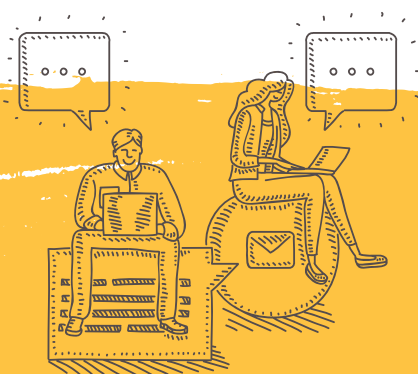
Start with a Good Picture

Your picture is an ad for your services, so you need to be deliberate about it, because:

- No picture=no credibility
- If you don't have a picture, you could be seen as someone who either:
 - can't figure things out, or
 - doesn't have good self-esteem
- It should be lawyerly, in a suit
- It should be professional, so you can see your face
- It should be current (not from 20 years ago)

Install the LinkedIn App on your phone

- Lets you do things on the go
- Keeps you engaged



Headline

The point of the profile is not just to sell yourself to direct clients, but to make sure everybody understands what you do, because if they don't need your services, they might know someone who does. Your headline should be:

- Right under your name
- What you want people to know immediately
- Show you as multidimensional, which is important in the digital age
- Example: "Trade Secret Attorney/Rotary Community Service Leader/Speaker"

Background Summary

The background summary is the heart of a LinkedIn profile. It's the portion that doesn't look like a resume, and the first thing you see when you open the profile.

- It must answer:
 - Who are your clients?
 - What do you do for them?
- Don't be too complex
- Don't use legal jargon
- Make sure anybody can understand what you do
- Include a little general background, to show your brand

CREATING A BRAND WITH YOUR PROFILE

Community Service

Why include community service?

- People will be interested in doing business with you as a lawyer because they, too, are involved in what you are involved in, or care about what you care about.
- Opening the door and showing this aspect of your life helps you connect with others who have similar community service involvement.

Pictures in the Background Summary

Pictures are crucial when you're marketing your legal service.

- People look at pictures first and make decisions based on picture content
- Make sure your pictures fit your brand, tell a story, and are connected to each other. They can show:
 - Professional work and functions
 - Bar association involvement
 - Standing in front of a courtroom, etc.
 - Success-story photos with clients (with permission)
 - Involvement with charities
 - Other community involvement

Profile Resume Section

If you did a good job with the summary, you shouldn't need to say much more here except a brief description of what you did for various jobs.

LinkedIn offers you the ability to post pictures here too, including:

- client photos
- law school involvement
- you with high profile people
- different areas of your life you want to highlight

Volunteer Experience and Causes

Listing your volunteer experience shows you are multidimensional and may resonate with clients you want to attract. Include:

- Charities
- Bar association
- Mentorship of new attorneys
- Anything else you want to highlight

Client Recommendations

Recommendations are very important in digital marketing, even for attorneys.

- People are accustomed to looking at online reviews for everything from consumer goods to services.
- For many attorneys, a working relationship with a client could go on for months or even years.
- Asking a client to write a recommendation for you on LinkedIn should be straightforward. Explain the impact of client reviews to your business.
- When the case is over, and everything is done, call the client and ask if they'd be comfortable doing it first, and then send them a link through LinkedIn to make it easy.



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CREATING A BRAND WITH YOUR PROFILE

How to Ask for Client Recommendations

Keep in mind that legal matters are personal issues, and people might not be comfortable sharing details publically.

Let clients know, say they don't have to give details, and ask them if they would be comfortable answering things like:

- How was my service?
- Did I return my calls?
- Did I make you feel comfortable?
- Did I keep you in the loop?
- Did I tell you what was going on?
- Were you comfortable with the legal strategy?

Some clients will do it, some won't, but they usually won't write a review if you don't ask.

Publication Section

It's not just for legal books you've written—anything you've done, list it on here because:

- It gives you credibility.
- It shows your expertise in various areas.
- It shows that you're a person that's connecting with the community.

List:

- Legal books
- Blogs
- Lectures
- Webinars
- You can even link to blogs posts on your law firm or other webistes

LinkedIn Email Button

Add the LinkedIn e-mail button to your e-mail signature. If you need assistance, google "how to create a LinkedIn e-mail button" to obtain instruction.

Why? Because:

- You want as many people as possible to see your LinkedIn profile.
- Your profile, when done right, gives you credibility.
- You want people to see your excellent client reviews.
- It's difficult to market yourself. It's better if clients share your strengths and their experiences.

Law Clerk/Student

If you are new to the legal world, take the experience you've had from other jobs. Focus on the marketable legal skills you employed in those positions, including:

- Management
- Writing skills
- Organizational skills
- Marketing
- Ability to meet deadlines

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CREATING A BRAND WITH YOUR PROFILE

Posting Content

Post from the home page/your feed (designated by the little house on the top navigation bar).

Sharing Articles

How to share any article from the internet on your LinkedIn feed:

1. Copy the url from the article you want to share
2. Go to the home page/your feed in LinkedIn
3. Click on “create a post”
4. Paste the url into the field
5. Type in a comment about the article

Creating Your Own Content

- Write an occasional article on LinkedIn—you don’t need a separate blog.
- Post photos
 - When you go to an event, take pictures
 - Get permission to post from the people in the pictures
 - Caption pictures
 - Tagging people will help their visibility and help you too
 - To tag people, click on the photo when you post it, use the “@” symbol, such as @anabellabonfa
 - If you’re connected to tagged person on LinkedIn, you can choose their name from a dropdown menu
- Post groups of pictures in albums —7 pictures, depending on size, seems to be the maximum number
- Post video you have taken of events

Check Your LinkedIn Stats

- If you want to see how you’re doing, on the right side of the screen in LinkedIn, you can see a picture with a little circle that says, “Me.”
- Then below that it says, “Post and activity.”
- You can see which of your posts are doing well and which aren’t.
- That gives you an idea of which type of post is popular—so you can do similar posts in the future.
- Don’t repeat the type of posts that are poorly viewed.

Marketing Others

- Marketing is not about you (or maybe it is, but it’s a two-way street).
- Market other people because marketing others helps market yourself.
- The more you market other people, the more business comes back to you.
 - Tag other people in your posts
 - Share other people’s posts
 - Like and comment on other people’s posts
 - Congratulate people on accomplishments and milestones

