

DO ATTORNEYS NEED A PERSONAL BRAND?

"We all connect with a person much more than a company, whether it's Jobs telling us there will be a computer in every household, Bezos telling us digital commerce would be the next big thing, or a California lawyer in your firm's San Francisco office forecasting intellectual property developments in the coming years." (elitelawyermanagement.com)

The simple answer? Yes, it can only help.

Attorneys are increasingly branding themselves as professional thought leaders or authorities/experts in their specific area of practice.

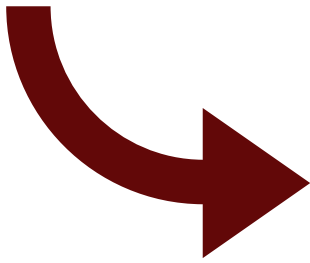
You're asking yourself why a 'thought leader'? Thought leaders these days are placed in a higher bracket that garners them more credibility and visibility. In the legal services market, if you can successfully brand yourself a thought leader, you have advantages - ability to influence, attract more clients and business opportunities and, ultimately, make more money. My hope for you in personalizing this brand, you also have more fun doing the work you do.

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80%

A shocking 80% of lawyers in firms of 500+ attorneys who personally maintain a legal blog report getting clients as a result of their blogging activity. (ABA Techreport, 2017)



Here's what branding is **NOT**:

- Your website
- Your logo
- Your stationery, business cards and such

A well-defined, focused and clear brand is essential today to ensure a law firm and its attorneys' marketing success. Unfortunately, many don't understand what it means to "brand". There is much more to the branding process than just design elements.

Think of branding as a way to package an attorney's expertise aka credibility then develop a narrative around it making it so that the target audience can relate to the attorney (via words and visuals). Consistency is a key factor of success for a brand. The more consistent and cohesive a brand is online and offline, the greater chance of increased credible visibility.



“In a profession of equals, some lawyers are certainly more ‘equal’ than others. They have that indefinable something. Powerful personal branding defines that something. The exciting thing is that any attorney can become a compelling personal brand.”- excerpt from #1 bestselling book on personal branding Fame 101, author (ELM co-founder) Jay Jessup

Individual attorneys and law firms continue to increase investment in their legal marketing and business development efforts. Whether they like it or not, the data shows that an up to date and active online presence is also necessary.

96%

According to a Google Consumer Survey, 96% of people seeking legal advice use a search engine.

62%

of respondents say their firm is increasing its emphasis/focus on business development and marketing efforts.

joint Legal Marketing Association and Bloomberg Law® research study – April 2018

**THE NUMBERS SPEAK FOR THEMSELVES,
LET'S GET TO WORK: 619.820.4916**