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L A W P R A C T I C E M A N A G E M E N T

Why attorneys need a personal brand

By Meg Huwar

Let's imagine you're at a cocktail party and someone approaches you and asks what you do for a living. You respectfully answer that you're an attorney. Later that same person is introduced to another attorney, who when asked the same question, responds by saying that she's an attorney who specializes in helping women going through divorce to secure the best possible settlement they can for themselves and their family.

Which one of these people are you more likely to engage in conversation?

Obviously, it's a lot easier to talk with the second attorney and ask follow-up questions, because they have made it easy to understand what they do, what they stand for, and how they add value for their clients. That's because this attorney has a strong personal brand.

For many attorneys, the idea of a personal brand sounds like meaningless marketing lingo, but the reality is that in a busy world where we are exposed to thousands of messages every day, having a personal brand lets you clearly and easily explain what you do so that you can stand out and break through the clutter.

The reason this is important is that people no longer purchase products and services the way they did years ago. They no longer look through the Yellow Pages for an attorney, instead they search online by looking at your website, your LinkedIn page, your Google reviews and your Facebook page.

Now, people want to feel some sort of connection to the people they do business with. They want to hire an expert and someone they can trust. And bonus...if they like you!!

How to Build a Connection with Potential Clients

Although your firm may have a brand, it's important that you as an individual attorney also have a personal brand. It's especially important if you're responsible for bringing clients into the firm, because a personal brand allows you to create a distinct identity in the mind of your target audience. In other words, it allows you to separate yourself from all the other attorneys who do the exact same thing you do, and it allows you to have a brand that is uniquely yours so that even within the firm you stand out.

So how do you create your personal brand?

1. Create a Google Business Profile

This is the profile that comes up on the right-hand side of the page when you search for a company. You can have a photo, ways to reach you, and an option for people to leave you a review.

2. Build out Your Google Reviews

Google reviews allow potential clients to see how wonderful it is to work with you. People put their full faith in these reviews so use them to your advantage.

3. Have a LinkedIn Profile

Build out your profile and regularly share your expertise by sharing content and engaging with the content of others.

4. Create a YouTube Channel

Share your expertise through videos that you can house on YouTube. Give people just enough information so they will know you can help them with their problem and then have them call you to learn more.

5. Offer Free Webinars

Depending on the type of law you practice, a webinar can be a great way to showcase your knowledge and show people how you can help them solve their problem. Be sure to include a call to action. ■

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