

Self-Marketing for Lawyers

TLOMA Conference 2007

Bios Mean Business

- Spark a client's curiosity
- Persuade response: "This is the person for me."
- Trigger action: provoke contact

Marketing Kits Mean Exposure

- Raising profile helps attract new business
- Enable self-marketing with speed
- Provide swift response
 - Prospective clients, media inquires, speaking engagements, etc.

Bios: Sameness

- Modeling bios on bios of other lawyers...who model their bios on those of other lawyers...and so on...
- Focusing on “It’s about me” rather than “It’s about them.”
- Symptoms:
 - Verbose life stories told in legalese
 - Laundry lists: experiences, publications, etc.
 - Puffery or self-congratulatory in tone

Bios: Dare to Be Different

- Tell clients what they need and want to know
- Streamlined message and succinct focus
- Plain-speaking text and lean, clean layout

Bios: The Message Clients Want to Hear

- “I understand your needs, business, industry and concerns — and can help you achieve your goals.”

= Your Competitive Edge

Bios: Development Prep

- Review current bio, prepare questions
- Prepare suggestions and ideas based on the lawyer's practice
- Gain access, if possible, to the lawyer's client list

Bios: Development Ideas

- Direction of practice development
- Industries/experiences of interest to clients
- Future speaking engagements or articles
- Involvement in new associations

Bios: Essential Elements

- Name
- Title
- Direct Phone Number
- Email Address
- Photo
- Executive Summary

Bios: Secondary Elements

- Practice and industry areas
- Client work supporting practices/industries
- Education
- Bar and association memberships
- Legal rankings and recognitions
- Publications and speaking engagements

Bios: Find a Focus

- Theme, practice or industry
- Helps focus on business development goals
- Speaks to clients with particular needs

Bios: Focus - Example One

- If a lawyer has multiple experience in class actions and wants to expand in that area, highlight that experience
- Reinforce by including speaking engagements, publications or associations pertaining to class actions

Bios: Focus - Example Two

- If a lawyer has multiple practice or industry areas:
 - Combine the areas into a tight format with supportive examples
 - Tailor separate bios for specific areas
 - Three specific bios to avoid jack-of-all-trades perception

Bios: Specific Client Work

- Assisted a Fortune 500 company in the construction industry on a \$6 million contract dispute, saving \$4 million in litigation through alternative dispute resolution.

OR

- Has experience in commercial litigation and ADR.

Bios: Speak a Client's Language

- Evidence of accomplishments (client name or industry category, dates, dollars) says:
 - “This lawyer understands business and can help with mine.”
 - Do not guarantee success based on past experience

Bios: Judicious Editing

- Choose relevant information to help clients easily understand that the lawyer knows current laws, regulations, and business trends
- Executive summary paragraph
- Short sentences (18 words max.)
- Avoid serial commas and acronyms
- Bullet points for straightforward details

Bios: Message, Tone and Style

- Consistent extension of culture and message
- Message to dovetail to firm's brand:
 - Formal culture = formal tone
 - Informal culture = informal tone
- Watch for repetition and similarity

Bios: Keep Information Current

- Review and/or refresh every six months
- Add new info and delete dated content
- Dated info is more than five years old
 - Example: Y2K
- Tailoring a one-off for a specific client demonstrates proactive, competitive edge

Bios: Lean and Clean Layout

- Busy people, with limited time, will scan not read
- Essential elements
- Executive summary follows
- Feature elements in sidebar
- High-contrast for readability (online and print)
- Offer a print-friendly version

Bios: Online

- Link bio to relevant website pages
- Specific experience to appropriate practice descriptions demonstrates firm's depth and lawyer's expertise
- Speaking engagements, articles, etc.
- Ensure navigation is clear and direct

Bios: Keywords Increase Rankings

- Practice and industry terms, landmark cases, etc.
- Words, terms, and variants a client may use
- Website traffic reports reveal search terms
 - Keywords must be relevant to text
 - Avoid excessive keyword insertion as search engines can reject them
- Technical perspective:
 - Ensure lawyer's name is on their bio page title
 - Use page titles, text, meta description tags, meta keyword tags, alt tags and comment tags
 - Web wizards can help optimize hits on bios

Beyond the Bio: Added Value

- Link to online bio in email signature
- Cross-link new info to practice, publication, speaking engagements and news pages
- Show new lawyers effective bios from relevant practice areas
- Helps understanding of firm's business and culture
- Educates new hires on marketable information

Bios Mean Business: Summary

- Think like a client
- Take bios from “just the facts” to “get the business”
- Stand out from the crowd
- Helping your firm’s lawyers secure new business makes you a valuable partner

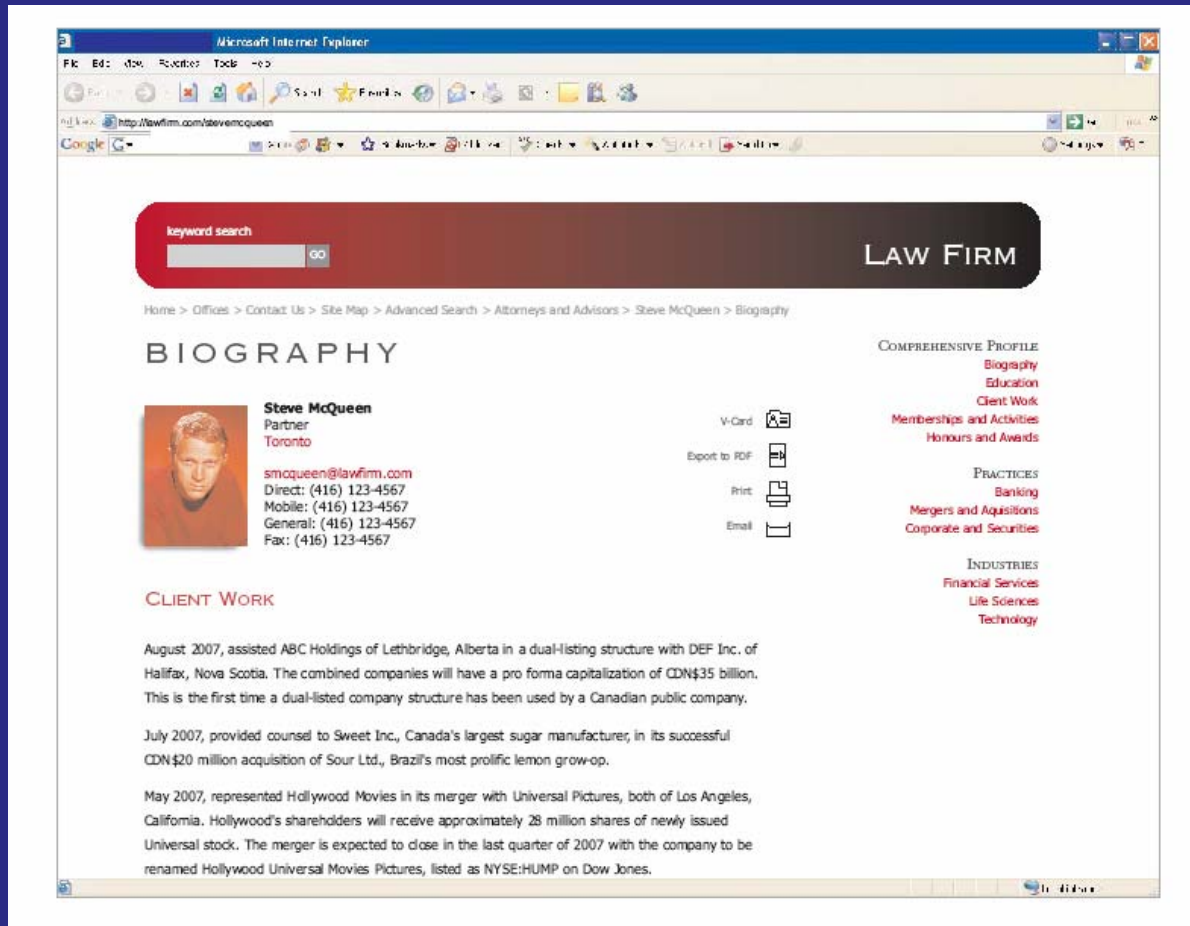
Steve McQueen: Professional Experience

The screenshot shows a Microsoft Internet Explorer browser window displaying a law firm's website. The address bar shows the URL <http://lawfirm.com/stevemcqueen>. The page features a search bar at the top with the text "keyword search" and a "GO" button. To the right of the search bar is a dark banner with the text "LAW FIRM". Below the search bar is a breadcrumb trail: Home > Offices > Contact Us > Site Map > Advanced Search > Attorneys and Advisors > Steve McQueen > Biography. The main heading is "BIOGRAPHY". On the left, there is a portrait of Steve McQueen. To the right of the portrait, his name "Steve McQueen" is listed as "Partner" in "Toronto". Below this, his contact information is provided: smcqueen@lawfirm.com, Direct: (416) 123-4567, Mobile: (416) 123-4567, General: (416) 123-4567, and Fax: (416) 123-4567. To the right of the contact information are icons for "V-Card", "Export to PDF", "Print", and "Email". On the far right, there is a "COMPREHENSIVE PROFILE" section with links to Biography, Education, Client Work, Memberships and Activities, and Honours and Awards. Below this are sections for "PRACTICES" (Banking, Mergers and Acquisitions, Corporate and Securities) and "INDUSTRIES" (Financial Services, Life Sciences, Technology). The "PROFESSIONAL EXPERIENCE" section begins with the text: "Steve McQueen practices in the areas of Banking, Securities and Mergers and Acquisitions. He represents financial institutions, investment banks and investors, and manufacturing, distribution and service businesses. He also has experience with challenging and complex financial matters involved in mergers and acquisitions, particularly in the manufacturing and life sciences industries." A second paragraph follows: "Previous to turning his attention to law, Steve McQueen was known as the highest paid movie star of the sixties and seventies, and his movies are considered classics. His work includes 'The Great Escape', 'The Sand Pebbles' that earned him an Academy award nomination, and the car chase classic, 'Bullitt'."

Steve McQueen: Education

The screenshot shows a web browser window displaying a law firm's website. The browser is Microsoft Internet Explorer. The address bar shows the URL: <http://lawfirm.com/stevemcqueen>. The page features a search bar at the top with the text "keyword search" and a "GO" button. To the right of the search bar is the text "LAW FIRM". Below the search bar is a breadcrumb trail: Home > Offices > Contact Us > Site Map > Advanced Search > Attorneys and Advisors > Steve McQueen > Biography. The main heading is "BIOGRAPHY". On the left, there is a portrait of Steve McQueen. To the right of the portrait, his name "Steve McQueen" is listed, followed by "Partner" and "Toronto". Below this, his contact information is provided: smcqueen@lawfirm.com, Direct: (416) 123-4567, Mobile: (416) 123-4567, General: (416) 123-4567, and Fax: (416) 123-4567. To the right of the contact information are icons for "V-Card", "Export to PDF", "Print", and "Email". Below the contact information is the "EDUCATION" section, which lists four items: Bar Admission - 1989, Ontario; LL.B. (Osgoode Hall Law School, 1987); M.A.(Hons.) (University of Toronto, 1981); and B.A. (School of Hard Knocks, 1979). On the right side of the page, there are several sections of links: "COMPREHENSIVE PROFILE" with links for Biography, Education, Client Work, Memberships and Activities, and Honours and Awards; "PRACTICES" with links for Banking, Mergers and Acquisitions, and Corporate and Securities; and "INDUSTRIES" with links for Financial Services, Life Sciences, and Technology.

Steve McQueen: Client Work



Microsoft Internet Explorer


http://lawfirm.com/stevemcqueen

keyword search





LAW FIRM

Home > Offices > Contact Us > Site Map > Advanced Search > Attorneys and Advisors > Steve McQueen > Biography

BIOGRAPHY

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COMPREHENSIVE PROFILE
[Biography](#)
[Education](#)
[Client Work](#)
[Memberships and Activities](#)
[Honours and Awards](#)

PRACTICES
[Banking](#)
[Mergers and Acquisitions](#)
[Corporate and Securities](#)

INDUSTRIES
[Financial Services](#)
[Life Sciences](#)
[Technology](#)

CLIENT WORK

August 2007, assisted ABC Holdings of Lethbridge, Alberta in a dual-listing structure with DEF Inc. of Halifax, Nova Scotia. The combined companies will have a pro forma capitalization of CDN\$35 billion. This is the first time a dual-listed company structure has been used by a Canadian public company.

July 2007, provided counsel to Sweet Inc., Canada's largest sugar manufacturer, in its successful CDN\$20 million acquisition of Sour Ltd., Brazil's most prolific lemon grow-op.

May 2007, represented Hollywood Movies in its merger with Universal Pictures, both of Los Angeles, California. Hollywood's shareholders will receive approximately 28 million shares of newly issued Universal stock. The merger is expected to close in the last quarter of 2007 with the company to be renamed Hollywood Universal Movies Pictures, listed as NYSE:HUMP on Dow Jones.

Steve McQueen: Memberships and Activities

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MEMBERSHIPS AND ACTIVITIES

- Member, Canadian Bar Association.
- Member, Law Society of Upper Canada.
- Member, Bar of Montreal
- Member, Screen Actors' Guild

COMPREHENSIVE PROFILE

- Biography
- Education
- Client Work
- Memberships and Activities
- Honours and Awards

PRACTICES

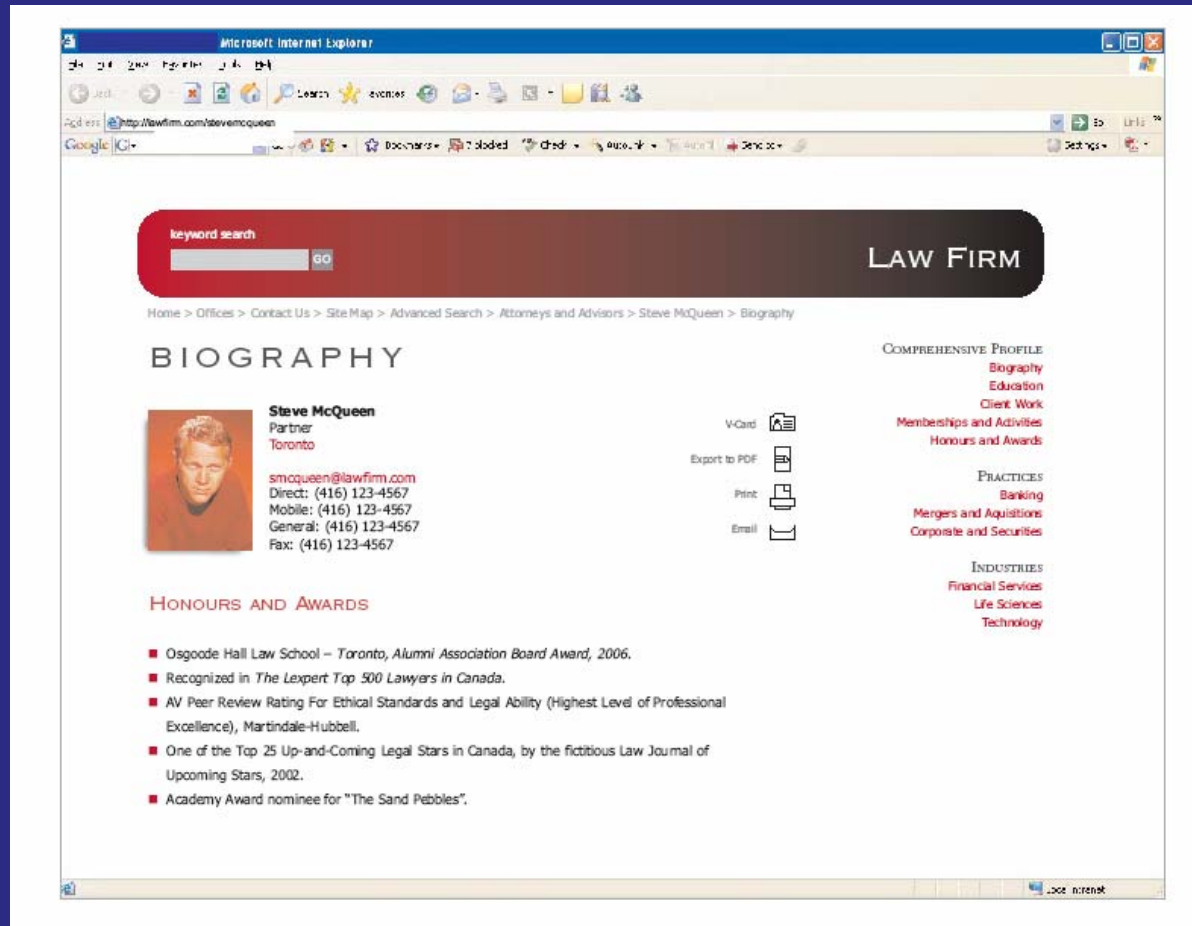
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INDUSTRIES

- Financial Services
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Navigation icons: V-Card, Export to PDF, Print, Email.

Steve McQueen: Honours and Awards



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keyword search GO

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HONOURS AND AWARDS

- Osgoode Hall Law School – Toronto, Alumni Association Board Award, 2006.
- Recognized in *The Expert Top 500 Lawyers in Canada*.
- AV Peer Review Rating For Ethical Standards and Legal Ability (Highest Level of Professional Excellence), Martindale-Hubbell.
- One of the Top 25 Up-and-Coming Legal Stars in Canada, by the fictitious Law Journal of Upcoming Stars, 2002.
- Academy Award nominee for "The Sand Pebbles".

COMPREHENSIVE PROFILE

- Biography
- Education
- Client Work
- Memberships and Activities
- Honours and Awards

PRACTICES

- Banking
- Mergers and Acquisitions
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INDUSTRIES

- Financial Services
- Life Sciences
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Marketing Kits Mean Exposure

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Marketing Kits: Elements to Include

- Full Bio
- Client work summary (one page)
- Lawyer's practice/industry area(s) description (one page)
- Firm description (one page)
- Lawyer's articles relevant to practice/industry area(s)
- Each item should be in PDF format and printable

Marketing Kits: How to Use

- Available on lawyer's computer as desktop file
- Accessible to other firm practitioners, assistants, and marketing staff for inclusion in client business initiatives

Self-Marketing Tools for Lawyers

- Questions?
- Comments?
- Ideas to Share?

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