

# SCGLEGAL<sup>®</sup>

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

**HELLO**  
I AM...

*My Brand*

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# Branding: Why is it important?

A professional firm becomes branded by its reputation and the performance of its professionals over time.

The more lawyers with credible reputations within the firm,  
the better.

**Your Professional Identity  
Defines Your Brand**



# Why Personal Branding Matters for Lawyers

- Personal branding helps distinguish you in a competitive legal market.
- Strong personal brands build trust with clients, peers, and prospects.
- Today's clients seek lawyers with specialized expertise and authentic reputations.
- Your brand is an ongoing story, one that you control and shape.

*Personal branding is about being intentional with how you present yourself both online and offline.*

# Stages of Professional Brand Identity

Associate

Building Skills

Partners

Building Practices

## Junior (1-2)

- Supporting practice BD efforts
- Learning about the firm, and build relationships within other practices
- Building your internal profile
- Keeping track of your network—law school alumni network (LinkedIn, etc.)

## Mid-level (3-4)

- Ask to support partner(s) BD activities (creating ideas, writing, speaking)
- External identity building – join ABA Committees, business groups, etc.
- Recognized “go to” firm citizen
- Learn about clients and their business
- Grow your (LinkedIn) with client contacts that you communicate with – especially junior counsel

## Senior (5-8)

- Developing niche practice areas as part of your BD Plan
- Creating your professional identity (leadership on ABA committees, etc.)
- Engage in networking events, attend conferences, and participate and other BD activities externally
- Start to build out your referral network (alumni, client, etc.)

## Suggested Actions

- Build your external network through activities
- Enhance your brand
  - LinkedIn, website bio, etc.
  - Contribute to BD activities for the practice
  - Join a bar association or industry group
- Create an annual BD plan – Nothing too complicated
- Write or speak on topics to begin to identify “niched” areas of interest
- Develop “fans” (clients who like you and ultimately contact you directly for new matters)
- Connect/reconnect with your alumni groups



- Know each client's business/Establishes strong one-on-one relationships with clients
- Has a recognized reputation and profile inside the firm
- Has a professional identity outside the firm
- Regularly makes first contact with prospective clients and referral sources
- Creates opportunities for others through their internal and external profile
- Differentiate from the competition
- Establish credibility among industry peers
- Network with purpose
- Connector/Develops a referral network – GIVE BEFORE YOU GET
- Proactively cross-sells services of partners in other practices
- Collaborates with colleagues to sell the services of the firm (creates pitch strategies, proposals)
- Anticipates where the practice needs to be in 3-5 years and marshals resources to build capabilities
- Mentors colleagues to help them meet their business development objectives

# Online Presence & Digital Branding

- **Website:** Ensure you have a professional bio that showcases your expertise, services, and client testimonials.
- **LinkedIn:** Optimize your profile with a strong headline, detailed experience, and recommendations.
- **Content Creation:** Write blogs, articles, or contribute to legal publications to position yourself as an authority.
- **Social Media:** Use platforms like LinkedIn to engage with the legal community and share relevant content.



# The Basics for All: Your Biography and LinkedIn

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# What Do Corporate Counsel Say About Our Bios?

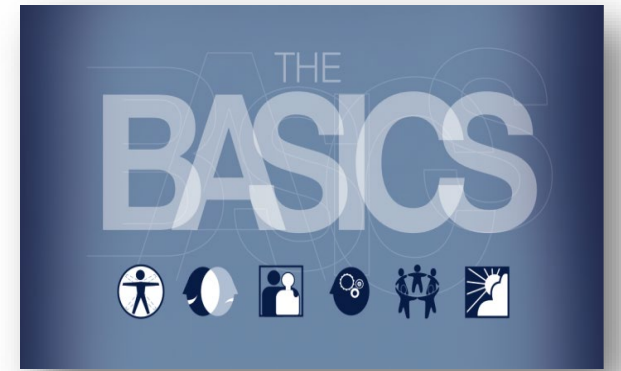
- “Most bios have an internal focus – **it’s all about me**, instead of an external focus, **how to communicate something to a client** and differentiate the attorney from competitors”
- “Information is very generic”
- “You can’t do it all – 25 practices, really?”
- “Marketing speak”
- “Too long”

*When treated as an annoying administrative afterthought, rather than a powerful marketing tool, the web bio may have the opposite of the intended effect – don’t be sloppy and stay current*

# Your Bio is an Opportunity

- To share noteworthy professional accomplishments and areas of expertise, 24-hours a day, with minimal effort
- Proposals
- Media
- Conference organizers
- Referral sources





- Communicate experience and how you help clients
- Value proposition
- Areas of law
- Relevant career history
- Education
- Representative clients and matters – where possible and you have client approval, list client by name

# Clients Mostly Only Care About Four Things

1. Benefits they receive
2. Value they perceive
3. Solutions you offer
4. Results you/firm achieves

***Communication is key.***

*All bios, proposals, messages, website, and other marketing/business development collateral need to effectively **communicate client benefit and value, solutions, competitive edge, and results.***

**63% of Web Visits are Bios**

***Do you have what potential clients are looking for on your bio?***

### **What Lawyers Put in Their Bios**

- Everything I have ever done, to make sure that I don't miss something
- All my articles – going back 10 years
- All practice areas
- Experience that seems too general or generic – “My matters can't be too specific because I don't want to ask client for permission to use them”
- “I can't mention my clients because they most likely will not let me use their name in my bio”

### **What Clients Look For**

- Can you solve my problem
- Who have you represented
- Have you done work that is relevant to my company/industry
- You can't be a master of everything – what do you do 85% of the time
- What have you done lately, anything older than three years looks stale
- I only have less than two minutes, make it easy and brief
- Nothing longer than two pages is going to keep my attention



# Review your bio from a potential client's point of view...

Is information redundant?  
Are there too many marketing terms?  
The unique value proposition is diluted  
Do you represent companies like mine?  
Do you have the solutions I'm looking for?

## Your bio content should be...

- **Brief (under 1250 words) – be aware of information fatigue, why would visitors read this?**
  - The longer the bio, the less time visitors spend on the page – visitors read shorter bios, while they only flash-preview long bios
  - Be direct and to the point
  - Differentiate from your competitors
  - Current!!!

# Bio View Time: between 90 seconds and 2 minutes

**Wiley Rein LLP**

OUR PEOPLE ABOUT US PRACTICES NEWS & INSIGHTS CAREERS DIVERSITY SIGNAL GROUP

Email | Print PDF | Share

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**PRACTICE AREAS**  
Appellate  
Litigation  
Privacy & Cybersecurity  
Telecom, Media & Technology

Megan represents corporations in complex litigation and regulatory proceedings concerning technological innovation and regulation. She helps clients respond to agency inquiries and develop compliance strategies under a variety of statutes, including the Federal Trade Commission Act, the Federal Communications Act, and state consumer protection law, as well as the U.S. Constitution. Megan has deep expertise in cybersecurity and data privacy issues, working for national and global companies on cutting edge compliance and other issues. As a former senior U.S. Department of Justice official in the George W. Bush administration, Megan is well-positioned to help clients navigate the current administration.

**EDUCATION**  
J.D., Harvard Law School  
A.B., cum laude, College of William & Mary

**LAW JOURNALS**  
Executive Editor, *Harvard Journal of Law & Public Policy*

**CLERKSHIPS**  
Law Clerk for the Honorable E. Grady Jolly, U.S. Court of Appeals for the Fifth Circuit (2002-2003)

**BAR AND COURT ADMISSIONS**  
District of Columbia Bar  
Maryland Bar  
Supreme Court of the United States  
U.S. Courts of Appeals for the First, Second, Fourth, Fifth, Sixth, Seventh, Eighth, Ninth, Federal, and District of Columbia Circuits  
U.S. District Court for the District of Columbia

**Representative Experience**

- Develops strategies to address complex privacy and security issues, including obligations in the area of cybersecurity.
- Counsels major players in the wireless, Internet and technology industry, including entrants into the Internet of Things (IoT). Helps companies with emerging issues like security updates and patching, and vulnerability disclosures.
- Negotiates and drafts contract language for vendor, service and other agreements impacting security.
- Counsels global clients on the U.S. regulatory impacts of business models and services.
- Counsels clients on their CFIUS and Team Telecom obligations and compliance with national security agreements.
- Represents clients in enforcement and regulatory proceedings before the Federal Communications Commission (FCC), the Federal Trade Commission (FTC), the U.S. Department of Justice (DOJ), the National Institute of Standards and Technology (NIST), the National Telecommunications and Information Administration (NTIA), and the U.S. Department of Commerce (DOC).
- Litigates from the trial level through the Supreme Court of the United States, including preliminary relief, fact and expert discovery, motions for summary judgment, and appellate briefing.
  - Successfully challenges state and local action, including a First Amendment suit stopping the City of San Francisco's cell phone "right-to-know" ordinance mandating warnings about cell phones, and numerous challenges to local zoning laws.
  - Recently filed briefs for the United States Chamber of Commerce in advertising cases, *Grocery Mfrs. Ass'n v. Sorrell* (2d Cir.) and *Am. Beverage Ass'n v. San Francisco* (9th Cir.).

Top 4 Practices – you can't do it all and clients don't want you to do it all

Introduction  
Under 150 words

## Representative Experience

- Relevant
- Timely
- Details
- Agencies
- Clients
- Industries

# Specifics - Introduction

- First 150 characters of the bio are current, compelling, and relevant for SEO benefit
- Lead with key differentiator – saying that you are a partner in the X practice of your law firm does not say much about what you actually do
- Keep your introduction to the point – it should include a brief, but strategic, overview of your experience
- Overview paragraph – first two to three sentences are descriptive of the work you do and the types of clients you represent
- Keep sentences short, more than 30 words are too much. Ideal length is 15-20 words
- Limit mentions to or quotes from *Who is Who*, *SuperLawyers*, etc. – those are not items clients are looking for at first glance

*Although it is unlikely that any client — let alone the GC of a multinational corporation — will call a lawyer solely based on a web bio, it is very likely that the bio will be perused by any potential client before any call is made.*

**Poorly presented bio may discourage the initial outreach that is the starting point for any engagement, especially for referrals!!**

## **What Makes for a Valuable Bio Page?**

- Well organized and written
- If not compelling, then at least concise
- Bio should be updated regularly, twice a year at minimum
- **Your bio is a mini writing sample of your work, don't leave it all to Marketing**

# Best Practices

- Plain language, explain your particular expertise in as interesting a way as possible  
- AVOID legalese. Read your attorney biography out loud. If it sounds like something you'd never say, then **rewrite** it.
- **Convey what makes you unique in your practice area**
- Representative matters with client names – leveraging and aligning brands if possible
- Specific matters outlined where you accomplished a client's objectives
- Pick representative matters where your substantive work prevailed against strong opposition in meaningful, impactful cases
- No passive voice, no run on sentences, and no repeating your name at the beginning of every sentence



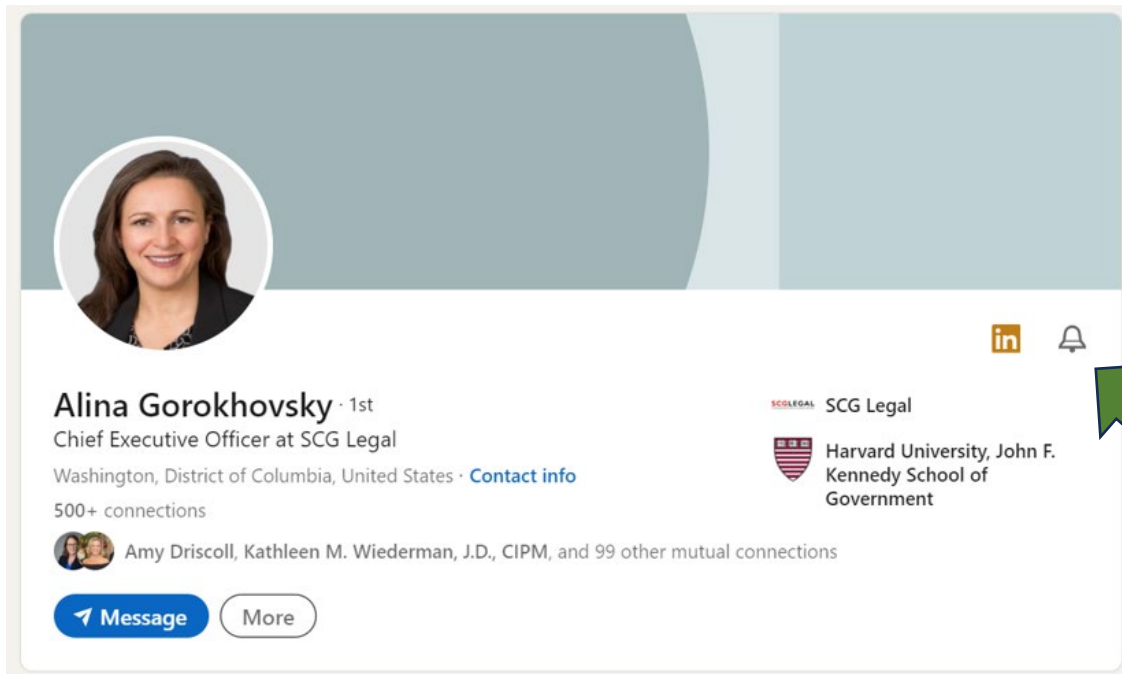
## Best Practices

- News & Insights – linking out to other sites will increase the relevancy of your content and show you are an authority. It also sends out trust signals to Google which will improve your SEO ranking
- Some web bios list full employment histories. This misses the mark because the web bio is not intended to be your entire resume. For that, make sure your [LinkedIn](#) bio is updated and complete. The web bio should serve as a glance at your most noteworthy professional accomplishments and areas of expertise
- Review bios of your competitors – is your bio better, if not, why not????

- LinkedIn:
  - Make sure that you are also keeping your LinkedIn profile updated and populated with the correct experience and keywords that will help prospects find you
  - If you publish an article, be sure to add a link on your LinkedIn profile
  - Keep you LinkedIn profile up to date, and link your bio to it



## Building Profile & Presence

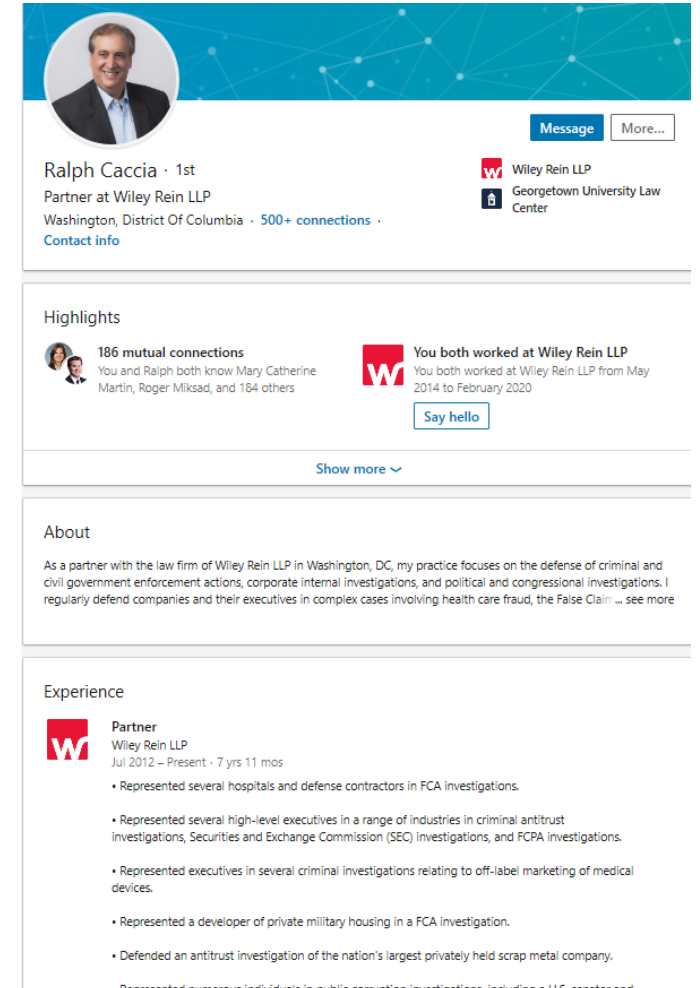


- Connect w your clients, former colleagues, fellow alumni, etc. so you can stay informed of content they post and career moves\*
- Click on the bell icon so their content is prioritized in your feed

***Consistency Across Platforms: Website, LinkedIn, social media, speaking events, publications—ensure cohesion.***

# How Your Profile Should Look

- Use professional, **CURRENT** headshot
  - Profiles with pictures are viewed 21x more than those without
- Craft thorough – unique, if possible – professional summary
  - Be brief and to the point, do not just cut/paste from website bio
  - Add intro sentence w 3 to 4 bullets highlighting relevant matters
  - In final paragraph, 4 or less sentences, summarize your practice
- For each previous employer, add 2 to 3 sentences outlining career highlights
- Join professional groups and make connections!



The screenshot displays a professional profile on the SCGLEGAL network. At the top, there is a blue header with a circular headshot of a man in a suit. To the right of the headshot are buttons for 'Message' and 'More...'. Below the headshot, the name 'Ralph Caccia · 1st' is displayed, followed by 'Partner at Wiley Rein LLP' and 'Washington, District Of Columbia · 500+ connections ·'. A 'Contact info' link is at the bottom of this section. To the right of the name, there are logos for 'Wiley Rein LLP' and 'Georgetown University Law Center'. Below this is a 'Highlights' section with two items: '186 mutual connections' (You and Ralph both know Mary Catherine Martin, Roger Miksad, and 184 others) and 'You both worked at Wiley Rein LLP' (You both worked at Wiley Rein LLP from May 2014 to February 2020). A 'Say hello' button is at the bottom of the highlights. Below highlights is an 'About' section with a paragraph: 'As a partner with the law firm of Wiley Rein LLP in Washington, DC, my practice focuses on the defense of criminal and civil government enforcement actions, corporate internal investigations, and political and congressional investigations. I regularly defend companies and their executives in complex cases involving health care fraud, the False Claim ... see more'. At the bottom is an 'Experience' section with a 'Partner' role at 'Wiley Rein LLP' from 'Jul 2012 – Present · 7 yrs 11 mos'. It lists several bullet points: 'Represented several hospitals and defense contractors in FCA investigations.', 'Represented several high-level executives in a range of industries in criminal antitrust investigations, Securities and Exchange Commission (SEC) investigations, and FCPA investigations.', 'Represented executives in several criminal investigations relating to off-label marketing of medical devices.', 'Represented a developer of private military housing in a FCA investigation.', 'Defended an antitrust investigation of the nation's largest privately held scrap metal company.', and 'Represented numerous individuals in public corruption investigations, including a U.S. senator and'.

- Look up your top 5 competitors to understand what they are posting + make sure your profile and online engagement is better
  - How are they engaging w their networks?
  - What does their profile look like?
  - What practices they are expanding?
  - What groups they belong to?
- Make sure to review your client profiles and engage w them
  - How are they using their network?
  - Who are they connected to?
  - When/If possible, join groups where your current/prospective clients are and ENGAGE



# Ask for Feedback

- Encourage your mentors, family members, and friends to review your bio
- Provide colleagues with feedback on their bios—if you won a significant case, make sure everyone on the team updates their bio with that matter



# Growing Your Brand

## No Magic Quick Solution To A Difficult Problem

Know Your  
Clients

Develop  
Networks

Create and  
Refine  
Marketing  
Collateral –  
BIOS!!!

Client  
Teams &  
Clusters

Know Your  
Competition

Networking &  
Communications

Shape Your  
Elevator  
Speech

Create a  
Referral  
Process  
&  
Leverage  
Networks



# Where are You Now and Where Do You Want to Be in the Future?

- Do you have a vision for yourself – clear picture of your career destination?
- Do you know what your success will look and feel like in 5 years?
- Are you holding back?
- What are your challenges?

# Assessing Your Competitive Position

- What are your key selling points?
- What are the trends in your practice?
- How strong are your existing client relationships?
- How strong is your external brand/professional identity?
- Are you in regular contact with your network (incl. referral sources)?





## What is Your Approach to Marketing? Keep Your Clients in Mind

- Speeches
- Programs
- Industry conferences
- Publications
- Philanthropy
- Firm sponsored seminars
- Bar Association activities
- Trade Groups
- PR
- Dedicated niche within the firm
- Internal firm networks
- RELATIONSHIPS!!

You can't do it all  
select a few  
things but do  
them well!



# It's Complicated

- Self reflection is everything
- Look to the leaders in your organization for a balance
- Look to your mentors for advice and your sponsors for support
- Look and act appropriate for your environment but still be authentic to yourself
- Over-preparing leads to confidence
- Master your elevator speech and small-talk
- Control your emotions
- Make decisions quickly -> fail fast



Your Score Card



# Elevator Speech

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WHO  
ARE  
YOU?

## ELEVATOR SPEECH WORKSHEET

### What it is

- 20-30 seconds
- A succinct soundbite
- Memorable
- Spotlights something unique about you
- Focused on what you offer and the benefits of working with you
- Delivered effortlessly and naturally

### Guidelines

- Keep it short
- Think "tagline"
- Describe yourself and what you offer
- Solve a problem
- Offer a vivid example
- Lay out the benefits
- Be excited about your work!
- Practice makes perfect
- Use this worksheet to get started
- Practice – out LOUD

### Rules

- Must have a hook - something that inspires people to want to learn more about you
- Tell your listener why you are interested in them
- Must pass the "so what?" test
- Make it powerful and focused on what you can do for others
- Write
- No: "I'm a partner/counsel/associate"
- No: sales pitch
- No: legalese
- Generic for all purpose, specific for events / opportunities
- Try this: my name is \_\_\_\_\_ and I help \_\_\_\_\_.
- Feature, verb/action, benefit

What are your deliverables? Identify services or features:

Write a list of benefits your clients derive from working with you (make sure they pass the "so what?" test:

Combine the deliverables with the benefits to write your 15-25 second elevator pitch. PRACTICE IT until you can say it effortlessly.

# "So, what do you do?"

- 20-30 seconds
- A succinct soundbite
- Memorable
- Spotlights something unique about you
- Focused on what you offer and the benefits of working with you
- Delivered effortlessly and naturally

“I’m the sexual harassment go-to for medium sized businesses and I enjoy studying desert wildflowers when I’m not helping clients avoid (or handle) trouble.”

“I’m an extreme skiing photographer . . . on the weekends. And a tax attorney helping my clients navigate the code on the other days of the week.”



# The Benefits of an Effective Introduction

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Your elevator speech is your succinct introduction and description of who you are and what you do.

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It is your opportunity to define (or redefine) your personal brand or your reputation.

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Communicating your elevator speech to others allows them to remember how you help people.

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Other people can literally be your commercial!



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It must pass the “so what?” test.

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Try not leading with “I’m a lawyer.”

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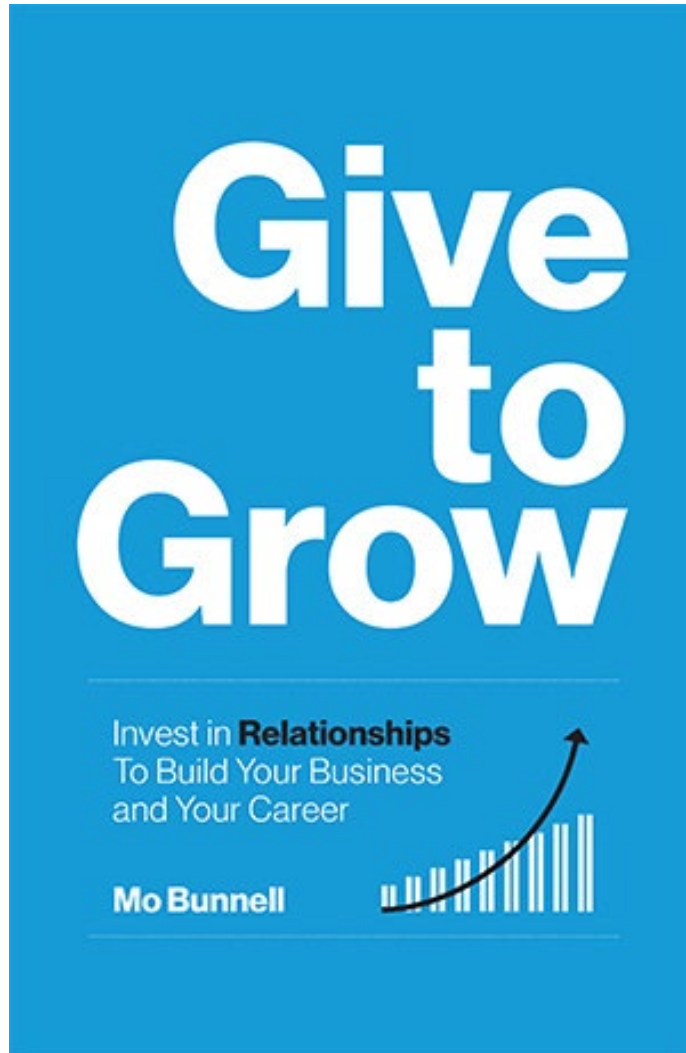
No sales pitch.

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No legal-ease!

# Elevator Speech Guidelines

- Keep it short
- Think “tagline”
- Describe yourself and what you offer
- Solve a problem
- Offer a vivid example
- Lay out the benefits
- Be excited about your work!
- Practice makes perfect
- Use this worksheet to get started
- Practice – out LOUD



**I wake up every day...**

**Looking to help my  
friends succeed...**

**And some just happen  
to be clients.**

# Action Steps for Building Your Personal Brand

**Step 1:** Define your brand: What is your niche, and what value do you provide to clients?

**Step 2:** Update your online presence: Optimize your LinkedIn, bio/website, and social media profiles.

**Step 3:** Strategic networking: Find a group that works for you - attend legal conferences, engage on LinkedIn, and connect with peers.

**Step 4:** Create content: Share your legal knowledge through blogs, articles, or even a newsletter.

**Step 5:** Stay authentic and consistent: Be true to who you are and maintain consistency across all touchpoints.

# Don't Be Shy About Asking Questions

- How will the new administration impact your industry?
- What is the company's strategy for the new year – will anything change?
- What keeps you and your CEO/GC up at night:
  - a. business/industry trends
  - b. legal and regulatory changes
  - c. operating issues and international growth
- How do you currently receive industry/business information (what publications, client alerts from law firms, newsletters, etc.)
  - As far as receiving information, what is your favorite format (newsletters, advisories, blogs, newspaper, etc.)?
- How do you select law firms?
- What is your (your organization's) definition of responsiveness?
  - Using that definition are telephone calls/emails returned promptly?
- What can the firm do in the new year to add value that doesn't end up on the bill?

[illegible]



- Alumni
- Peers in client organizations
- Colleagues
- Peers at previous firms
- Bar contacts
- People you meet through social networking

# Everyone Needs a “Wingman”

- Invest in others and they will invest in you – hold each other accountable.
- Ask them to review your LinkedIn profile, practice your elevator pitch, work together on a strategy and target outreach.
- Make sure they know who your targets are, and they are invested in your strategy and success.
- Ask them to help promote you.
- RETURN THE FAVOR.



# Maximizing Your Network

- Get in front of your targets
  - Attend networking events, but be strategic – are your clients there, are your prospects there, is this a brand enhancing opportunity?
  - Have your elevator speech ready – hook that will spark interest in you as someone who has something to offer, rather than as someone who is just asking for help.
  - Interview them for an article or ask them to speak at an event.
  - Propose collaborating on a project of interest to “both” of you.
  - Join their charity/social purpose organization.



# Personal Branding Pitfalls to Avoid

- **Over-promising or Misleading Claims:** Don't exaggerate your expertise or services.
- **Inconsistency Across Platforms:** Ensure that your brand message is cohesive, both online and offline.
- **Neglecting the Human Element:** Remember that personal branding is about building relationships, not just marketing.
- **Ignoring Feedback:** Stay open to feedback and adjust your brand accordingly.

# Other Mistakes We All Make

- Not setting goals/planning for success.
- Fear of networking (anxious, stressed, nervous, uncomfortable, intimidated).
- Lack of strategy.
- Not taking the time to build genuine relationships – going straight to the ASK when meeting someone.
- Not following up or staying in touch.
- Not preparing your elevator speech.
- Not preparing questions to ask.
- Not preparing others on how you would like to be introduced.
- Not identifying your support network (those who can work with you on your cross-promotional strategy) and asking them for help.
- Ask before you get
- Understanding your competition – what are they up to?
- Not engaging with the firm's lateral partners



# You Have to Earn Your Future

- Take the time to identify your brand
- Build an environment/support system to embrace your brand
- Target the right sponsors/mentors/peers – ask for feedback
- For every get – you need to give
- Discover your special currency – the value added that makes you unique
- Lead with a yes – lean in and focus on solutions, not problems
- Pay it forward - mentor and sponsor

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## Q&A

