

Self-Branding for Lawyers*

How Technology is Changing Legal Recruiting & Lawyer Counseling
NALP Annual Education Conference April 2015

*Adopted from RevenueWise.com & Lawyers Life Coach.com

NAME: _____

DATE: _____

Step 1: Big Picture Considerations

Step 1: Objectively Assessing Your Legal Skills.

- Consider your strengths and weaknesses as a lawyer by examining the kinds of matters or cases you most enjoy, the kinds of clients and industries you most like to work with and your current reputation as a lawyer inside and outside your group or firm.

Step 2: Inventory Your Passions.

- Why did you decide to practice law in the first place? What industries are you drawn to? Which issues really upset or excite you? What are your outside interests or hobbies? What community organizations do you belong to?

Step 3: Consider the Factors That Make You Unique.

- These can include your gender, personality type, ethnic background, level of ambition, undergraduate degrees, law school, geographic origins, and previous careers. (NB: If you take guidance from your passions and interests, you will be much happier throughout your career path.)

Step 4: Consider the Marketplace.

- Where is the economy headed? Where is there a demand for what you do best and enjoy most? You can focus on a particular industry that interests you, or even a particular sub-section of that industry. You can focus on a particular size of business. You can focus on a particular part of the country – or even a particular business development district or neighborhood.

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Step 2: Self-Branding Worksheet

In consideration of the above factors, inventory the following:

- My Top Strengths Are: _____

- During the Past Year, my Greatest Successes Have Been: _____

- The Clients I've Most Enjoyed Working With Are: _____

- The Legal Matters I've most Enjoyed Working On Are: _____

- The Difficulties I've Overcome Thus Far Include: _____

- How Would My Best Clients Describe Me: _____

- How Would My Colleagues Describe Me: _____

- Why Would Someone Choose Me As Their Lawyer: _____

- How Do I Want to Be Perceived Internally: _____

- How Do I Want to Be Perceived Externally: _____

- If I Had to Describe My Brand in Just a Few Sentences I Would Say: _____

- My Self-Branding Goals for the Next Year Are: _____
