

12 Things that Impact the Quality of your Law Firm Brand

By Brani Andreev

Many lawyers believe that in order to attract and retain new clients, you have to market your law practice. Many also hold the belief that being legally smart and providing quality work are sufficient alone to grow your practice. While we agree that these are essential to being successful, it is also important to understand the concept of developing your personal brand to more effectively market legal services to potential clients.

The concept of developing your personal brand is essential to effectively market your law firm, and quality and personal excellence are two key elements of this process. Being aware and taking action to build and showcase your personal brand elevates your professionalism through conscious focus on quality and personal excellence.



12 elements that influence and impact the quality of your personal brand:

1. Conversations you have with others
2. Business cards
3. How you engage new people you meet
4. How you present yourself – style of dress, handshake, your appearance
5. Your circle of friends
6. Involvement in community and professional organizations
7. Presentations you deliver
8. Your Written content – e-mail messages, reports, memos, articles, newsletters, brochures
9. Social media profiles on networking sites
10. Participation in online groups, both personal and professional
11. Personal values and traits
12. Communication skills

All of these elements are crucial to your personal brand and become an integral part of your law firm image and brand. They are an opportunity to communicate a high level of quality and personal excellence. Developing and mastering these elements will help you successfully offer a consistent message of your commitment to quality and personal excellence. The importance of that message is crucial to the outcome of marketing your law firm.

Brani Andreev is the owner of Associated Services, a legal support and marketing services agency located in Syracuse, NY. She is a frequent speaker and lecturer on the topic of headache-free process serving.



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CIRANDO
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Suite 101
M&T Bank Building
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Syracuse, New York 13202

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