

How to Build a Brand as a Lawyer

September 8, 2022



Agenda

1. Why build a brand?
2. How to develop a brand narrative
3. The 6 ways to build your brand through marketing
4. Public relations & media to build your brand
5. Q&A

The Importance of Brand

Brand is one of the primary reasons why audiences buy products or services...



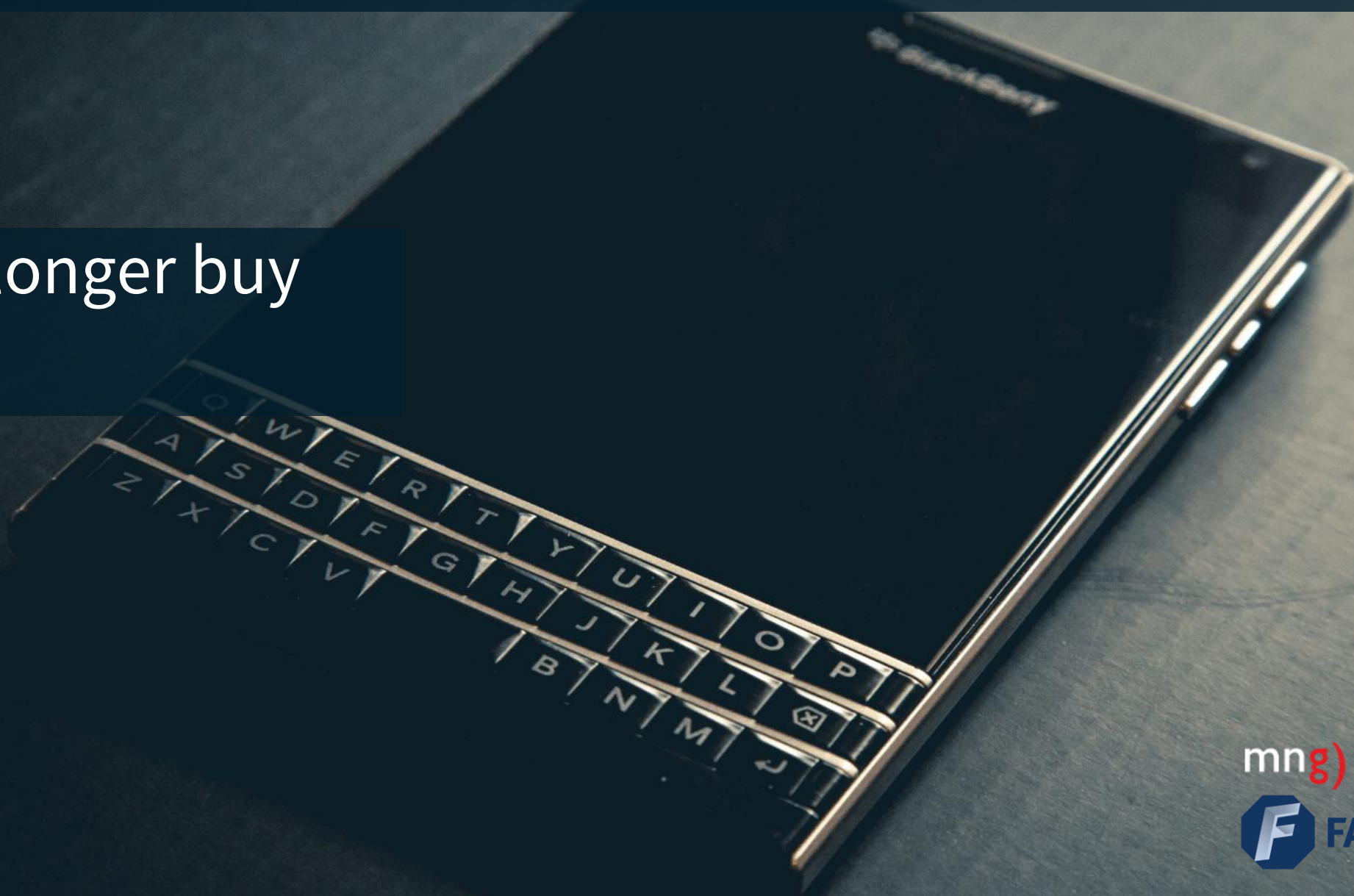
iPhone

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The Importance of Brand

Or no longer buy them.



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The Importance of Brand

The same goes for you and your law practice.

The Importance of Brand

A brand is much more than a logo or a name, or even a slogan. It's the **sum of how you project your uniqueness in the marketplace matched with how prospective and current customers (clients) perceive you in relation to their needs.** Consistency in imagery, execution, products/services, messaging is critical here.

How to Develop a Brand Narrative

First, you have to develop a narrative around what you do and how you do it....

Second, you have to match that up with what you know about your audience needs/who your audience is.



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How to Develop a Brand Narrative

Think of your narrative like the “hook” that everything hangs off of. So as you do any marketing, your brand remains consistent and identifiable in the marketplace. How do you develop a narrative?

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How to Develop a Brand Narrative

Here's a little exercise you can do.

Internal

Purpose (What Drives You)

We're passionate about helping our law practice clients... (e.g., gain the maximum settlement, navigate confusing law, protect them against threats, etc.)

Cultural

Our law-practice culture is grounded in:
(e.g. your ethnicity/cultural background, your regional background, your upbringing/status)

Unique Strengths

(**Awareness**, Confidence, Skills, Perspective)
List you or your law practice strengths here...What makes YOU or your firm great.

Values & Beliefs

I value the following things... that show up in my day-to-day practice. (e.g., Trust, reliability, attention to detail/precision – Even if it's money or a political bent you might have, depending on your practice.)

External

Audience

Who is your POTENTIAL client audience?
How do you influence them?

Audience Challenges

What challenges do they face? And how do those challenges match up with your cultural background, purpose, strengths, and values and beliefs? **Are there trends affecting why they need your legal services?**

Algorithmic (Aspirational Digital Persona)

How do you want to show up to potential clients?

Competition (What Are They Doing?)

Where firms are beating you? What narrative advantages do you have?



How to Develop a Brand Narrative

That can translate into the following.

Your Practice's Aspirational Goal (from a Marketing Standpoint)

(Ex. To be the go-to expert in _____ for effectively helping clients _____ . We want to help our clients such that it results in _____ for them.)

Position (How are you getting there from a Marketing Standpoint)

(Example: "Through regular content creation and distribution, we will establish our authority in (practice area) and become the go-to-firm for individuals or companies who need (enter challenge here.)")



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The 6 Approaches to Brand Building

Once you've established a brand narrative, now comes the time to execute on that from a marketing standpoint. Here are 6 ways you can approach it on a budget.

1. Put Yourself Out There Constantly
2. Focus on a Narrow Specialty at First
3. Develop Content and More Content Aimed at Specific Audiences
4. Generate Great Word of Mouth
5. Pay Attention to the Little Details
6. Have Some Patience



1. Put Yourself Out There

Advertising certainly helps. But there are free options in abundance. Many of you may be hesitant to engage in social platforms, but a lot of them now make it easy to create video (such as criminal defense attorney Mike Mandell on TikTok) right and put yourself out there. The key here is to not be reticent, especially when it comes to video or other forms of promotion. Mike Mandell – he’s one of the #tiktoklawyers with 6m followers. His brand is about helping educate young people about the law. Lesson: Don’t be shy.



One More Thing

We have lawyers and owners ask us all the time: I want to build my corporate brand not my personal brand. You can certainly do both, but remember, people respond and engage more with other people rather than “entities,” which is why putting yourself out there is always a good option.

2. Focus on a Narrow Specialty at First

It seems counterintuitive but narrow is better because you want to become the specialist in a crowded field. It does two things:

1. You'll be able to hone your messaging more specifically to the target audience, which will create better response rates.
2. You'll establish expertise in that particular area more quickly and have a bigger opportunity to dominate whatever market there is.

Plug and Law, a legal firm started by Erika Kullberg, just focuses on legal agreements for businesses. Note the narrative here.

PLUG AND LAW

Reviews About Pricing Login [Access Now](#)

Lawyer-Approved Legal Templates to Legally Protect Your Business.

LEGAL MADE ACCESSIBLE

Legal protection you need *without* having to hire an expensive lawyer

[Protect My Business](#)

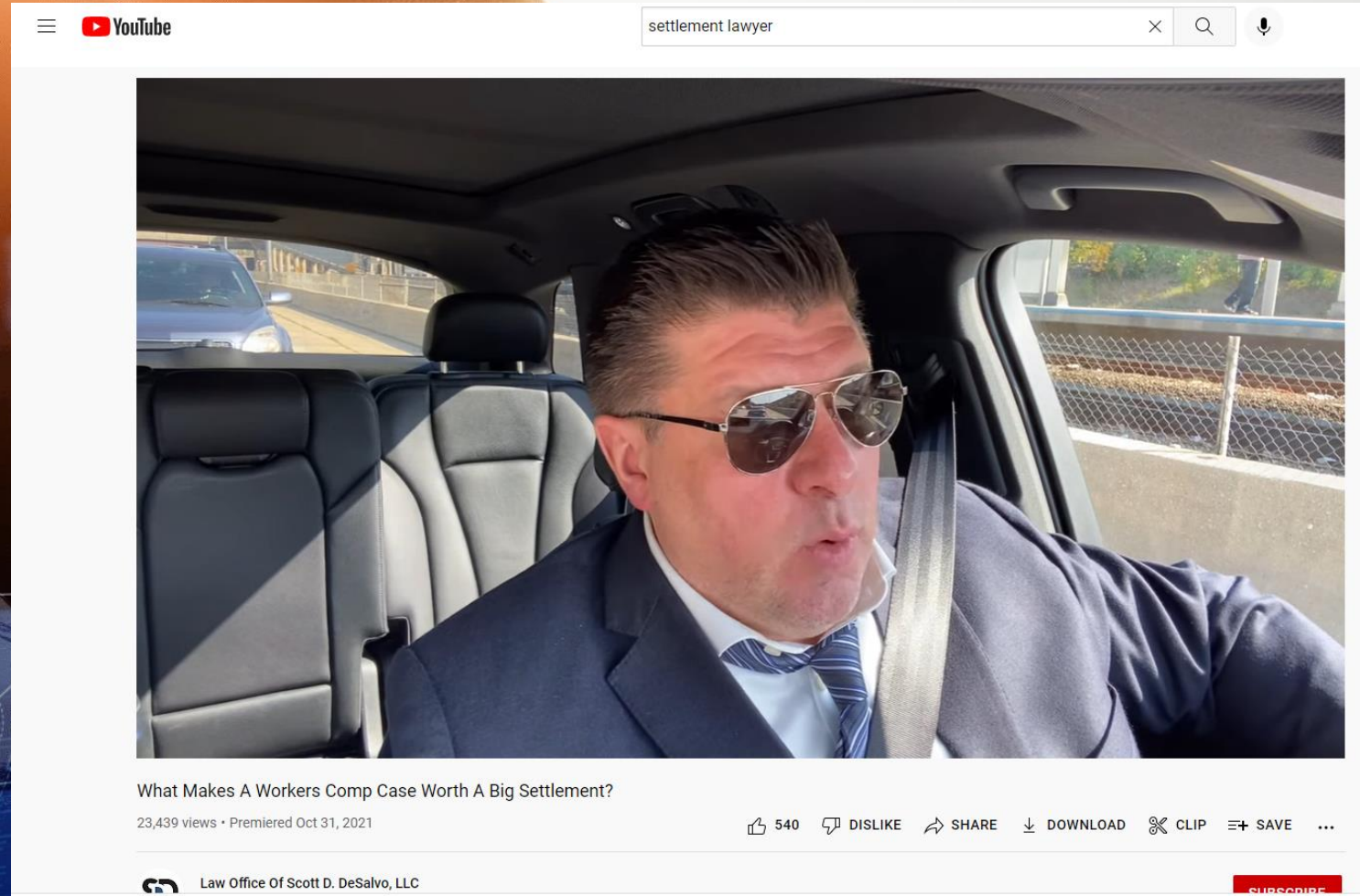
[Learn More](#)

BUSINESS INSIDER abc Inc. The Washington Post FOX NEWS channel

3. Develop Content and More Content Aimed at Specific Audiences

Four words to remember: Be a content machine. (And make it as personalized as possible to their emotions, challenges, demographic, and needs.)

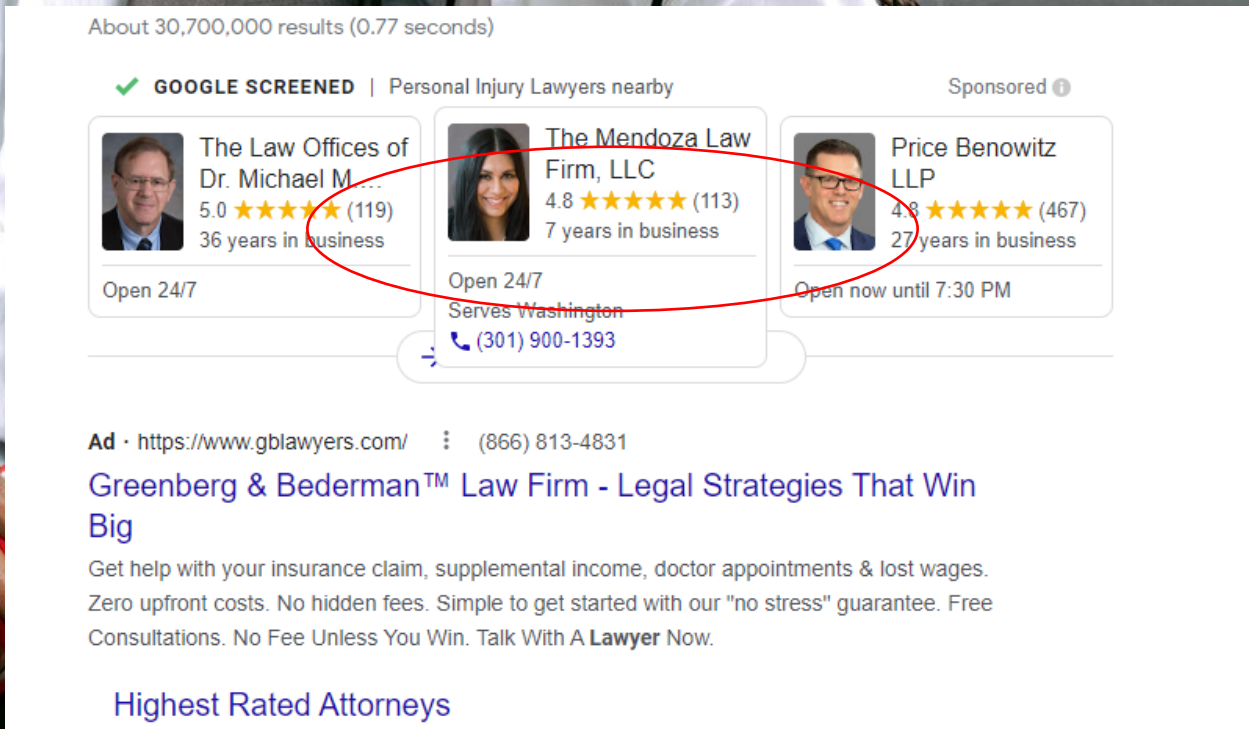
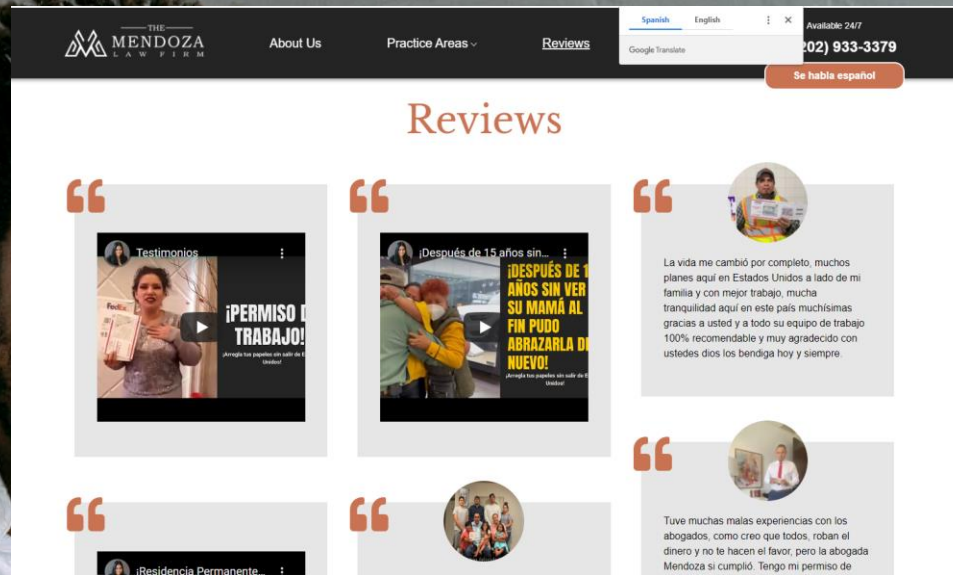
Here is Scott DeSalvo, a Chicago personal injury attorney who comes up high in YouTube when you search for “settlement lawyer.” In the last week, he’s produced **five videos** for YouTube, all from his car, which is his schtick. In this way, he uses his commute wisely. He’s a content machine and YouTube rewards him for that.



4. Generate Great Word of Mouth

Certainly a big part of brand building is to generate great word of mouth (and making sure you point your clients to an outlet to talk about you)!

Let's look at Maria Mendoza, a lawyer in the DC area. She makes sure to visibly display testimonials (social proof in Spanish – she knows her audience) and she gets a ton of reviews on Google Reviews, which enhances her practice even more. Note how the Google Reviews enhance the ad she does.



5. Pay Attention to the Little Things

Does anyone know this guy first of all? Not me, but the guy on the right.

Finesse is another way of saying attention to detail.

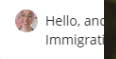
Now, let's look a legal example. Take a look at Hacking Immigration Law. They have a page for DC and different neighborhoods in and around the city, including Arlington. The text is completely different. This little detail matters for SEO and discoverability.

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The screenshot shows the top portion of a website for Hacking Immigration Law, LLC. The header is dark blue with the company logo on the left, navigation links (HOME, OUR TEAM, PRACTICE AREAS, LOCATIONS, RESOURCES, CONTACT US) in the center, and contact information (phone number (202) 517-9019 and a WhatsApp chat button) on the right. The main content area has a white background with a dark blue header for the 'DC IMMIGRATION LAWYER' section. Below this, there is a 'Se Habla Español' link, a paragraph of introductory text, and a 'HOW CAN WE HELP YOU?' section with a 'Get In Touch' button. A list of services is visible, including Asylum, Cancellation of Removal, and DC Employment Visa Lawyer.

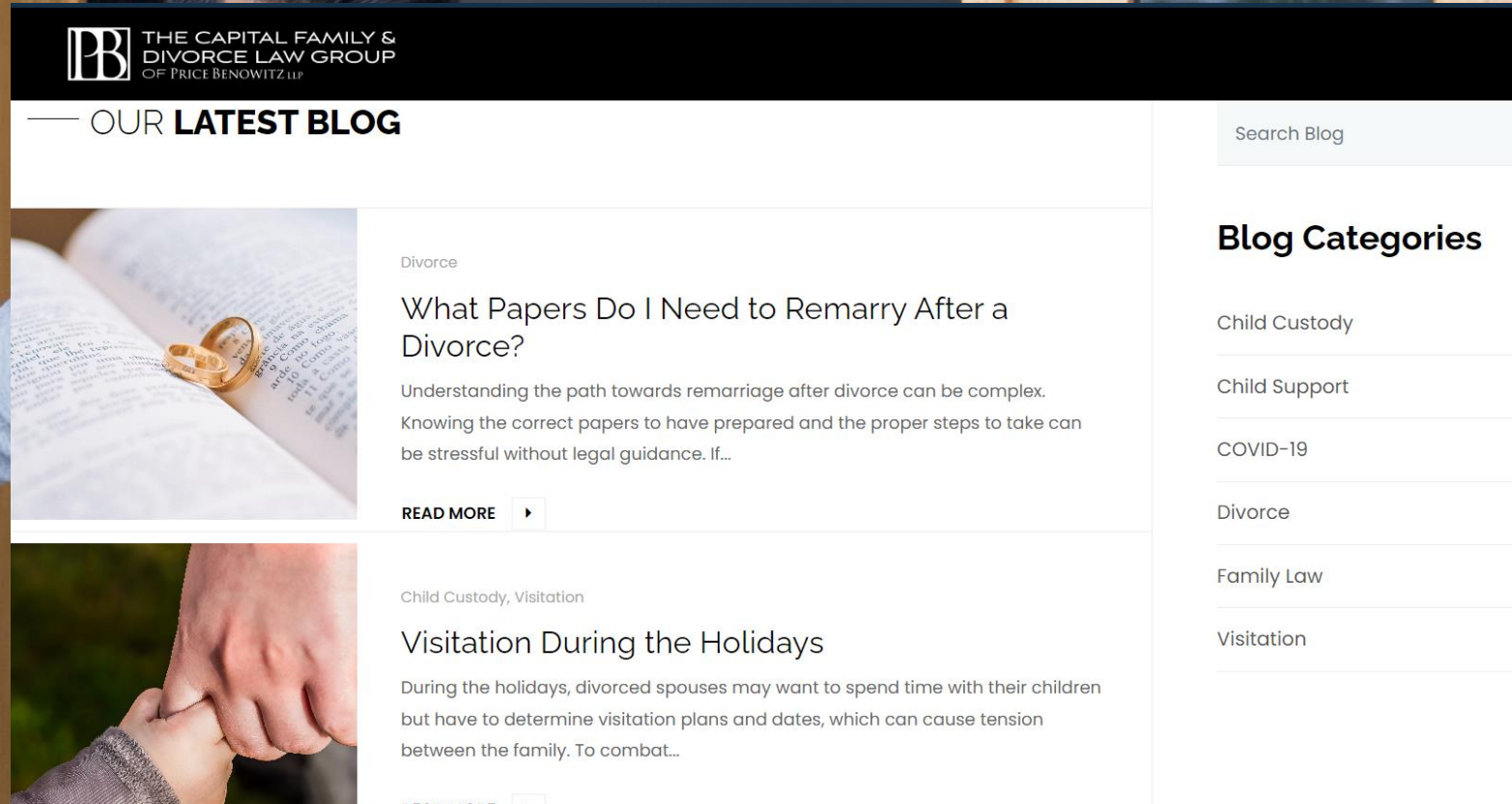
The screenshot shows the top portion of a website for Hacking Immigration Law, LLC, similar to the first one but for the 'ARLINGTON IMMIGRATION LAWYER' page. The header and navigation are identical. The main content area has a white background with a dark blue header for the 'ARLINGTON IMMIGRATION LAWYER' section. Below this, there is a breadcrumb trail (Home » Arlington Immigration Lawyer), a paragraph of introductory text, and a 'HOW CAN WE HELP YOU?' section with a 'Get In Touch' button. A list of services is visible, including Applying for Lawful Permanent Resident Status, Arlington Immigration Delay Lawyer, Asylum, and Bond.



6. Have Some Patience

Everyone wants success now. But building a brand takes time. If you can balance your short-term client acquisition needs with a longer-term horizon, you can come out in a potentially better position. For example, advertising, SEO, and content are really longer-term plays for the most part.

Take a look at Capital Family & Divorce Law Group, a female-owned law firm. They'll invest the time in blogs, not because people are converting after reading them. But to build something over time, where they establish their expertise and authority.



The screenshot shows the website for The Capital Family & Divorce Law Group of Price Benowitz LLP. The page features a dark header with the firm's logo and name. Below the header is a white section titled "OUR LATEST BLOG". On the right side of this section is a search bar labeled "Search Blog". The main content area displays two blog posts. The first post is titled "What Papers Do I Need to Remarry After a Divorce?" and is categorized under "Divorce". It includes a sub-headline and a short paragraph of text, followed by a "READ MORE" button with a right-pointing arrow. The second post is titled "Visitation During the Holidays" and is categorized under "Child Custody, Visitation". It also includes a sub-headline and a short paragraph of text. On the right side of the page, there is a "Blog Categories" section with a list of categories: Child Custody, Child Support, COVID-19, Divorce, Family Law, and Visitation.

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Public Relations and Media to Build Your Brand as a Lawyer

Press Release

Agenda

- Public Relations: What, Why, How
- Activities
- Media Profile
- Contact Reporters
- What Makes News

What Is Public Relations?

- Public relations is a strategic communication **process** that **builds mutually beneficial relationships** between organizations and their publics.

Public Relations Society of America, 2012

- *Who are these publics?*

What Is Marketing?

- Marketing is the **activity**, set of institutions, and processes for creating, **communicating**, delivering, and exchanging **offerings that have value** for customers, clients, partners, and society at large.

American Marketing Association, 2013

Why Is Public Relations Important?

- Public Relations is what others say about you
- Marketing can only control what you distribute. After that, consumers and audiences move the message.
- Be consistent in broadcasting messages through diverse channels

What Public Relations Can Do and How Does It Work?

- Raise awareness of a law firm or company
- Establish and manage reputation
- Cost-effective compared to advertising
- Strengthen community relations
- Engage direct and indirect media to reach consumers
- Make information available at all times

What Public Relations Can Do and How Does It Work? (cont.)

- Storytelling creates connections with publics and builds trust
- Third-party endorsements counteract consumer cynicism
- Breaks through advertising clutter
- Reach is not limited by budget constraints

Which Activities Are Associated with Public Relations?

What People Think We Do



What We Really Do





Which Activities Are Associated with Public Relations?

Think about the *mutually beneficial relationships* and *publics*

Which Activities Are Associated with Public Relations?

Media Relations

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Which Activities Are Associated with Public Relations?

Media Relations
Annual Report
Cause Marketing
Content Marketing
Crisis Comms
Email Marketing
Events/Special Events
Holiday Cards

Newsletter
Public Affairs
Reports
Reputation Management
Social Media
Speaking Engagement
Speechwriting
Sponsorships

Why Be in the News?

- Attract clients

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Why Be in the News?

- Attract clients
- Receive referrals
- Be seen as an authority
- Connect with allies, associations, competitors
- Maintain contacts and clients
- Recruit employees and vendors
- Communicate with elected officials, regulators



The New York Times

620
EIGHTH
AVENUE

LEGG MASON

What Makes News?

- WII – FM

What Makes News on WII-FM?

- Why YOU?
- Why NOW?
- Why should readers care?

What Makes News on WII-FM?

- Why YOU?
- Why NOW?
- Why should readers care?
 - Save Time
 - Save Money
 - Make More Money
 - Get MORE JOY from Life

Sample Media Profile

- Contact information
- Name of attorney
- Name of law firm or company
- Street address
- Phone number
- Email address

Sample Media Profile

- Contact information
- **Three to five sentences that broadly sketch your background and practice or responsibilities**

Sample Media Profile

First Lastname is a partner in the Washington, DC office of/at Law Firm or Company. She has experience in litigation and transactions in real estate and environmental law in specific industries. In addition, she has advised clients in mergers and acquisitions in specific industries.

Sample Media Profile

- Contact information
- Three to five sentences that broadly sketch your background and practice or responsibilities
- **Three trends that are not being widely discussed and people need to know more about**

Sample Media Profile

Trends on the horizon/Upcoming hot topics

- An issue that should be getting more news coverage and requires a knowledgeable attorney to simplify technical aspects
- A new regulation that requires companies to change operations and how it will affect businesses
- Changes in the law that affect specific companies or individuals as a class

Sample Media Profile

Sample quote



Sample Media Profile

“The companies in the specific industry are gearing up for the change in the law regarding topic, well before the January date. This allows ample time to advise all parties regarding the issue.”

Sample Media Profile

Contact

To speak with Name, please contact Janet Falk at 212-677-5770 or Janet@JanetLFalk.com.

How to Get a Reporter's Email Address

- Email address may be in article
- Review masthead or contact page of publication
- Check reporter's Twitter account
- Seek reporter's own website
- Consult a media database or directory



How to Keep in Touch with a Reporter

- Follow them on Twitter
- Write to them with a comment on their article
- Share their article on LinkedIn and Twitter with a comment
- Suggest a topic or a source on a related subject
- Suggest a story idea with you AND someone else (client, nonprofit group)
- Update your Media Profile at least twice a year
- Ask before you subscribe them to your newsletter

A golden scale of justice is the central focus, positioned on a light-colored desk. To its left, a document with a pen is visible. The background is a blurred window with vertical blinds, creating a bright, airy atmosphere. A dark blue rectangular box is superimposed over the center of the image, containing the text 'Thank You' in white.

Thank You

The Advertising Guide for Law Firms

Our 20+-page guide to choosing the right advertising options for you and your firm.

Free Download

<https://marketingniceguys.com/advertising-guide-for-law-firms/>

Or, email us and we'll send you a free copy.

Get a sample attorney media profile here:
<http://bit.ly/2tMUOZ3>

The Advertising Guide for Law Firms



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Q&A

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