

10 WAYS TO ENHANCE YOUR BRAND & PROMOTE YOUR WORK



Identify Your Bottle of Water

Think about the unique element that distinguishes your work, personality, and commitment to client service.



Become a Visible, Enthusiastic, Expert

It is essential for modern professionals to engage with their community, demonstrate excitement for their work, and showcase their depth of knowledge in particular areas.



Be Interesting

Clients, prospects, and colleagues prefer to work with those who have appealing experience, as well as attractive interests.



Leverage Technology for Efficiency

Maximize your efficiency by using interactive electronic calendars, digital reminders, and next generation accountability tools to automate your efforts.



Get Published

Producing content for public consumption remains one of the leading techniques for raising your profile and enhancing your brand. It demonstrates your knowledge, style, and ability to simplify complexity.



Meet the Media

Services like HelpaReporter.com that provide free press leads are a great way to enhance your public relations profile. They also allow you to generously share media opportunities with your peers.



Update Often

LinkedIn, Twitter, and Facebook all offer the option of providing updates on both professional and personal milestones. Use these tools to consistently share relevant information with your audience.



Ask Alumni

Fellow graduates of your law school and college are often much more willing to connect online or in person given your shared alma mater. Take advantage of that association by leveraging LinkedIn to find alumni locally and when you travel.



Convey Gratitude

Thank your friends on Facebook, followers on Twitter, and connections on LinkedIn. It sparks conversation and also reflects on your character.



Send Postcards

Although technologically unsophisticated, sending postcards is an excellent way to demonstrate your thoughtfulness with a technique that few people use.