

# ONLINE PROFILES FOR LAWYERS

SHINING A LIGHT ON YOUR LEGAL EXPERTISE

*“Our people are our greatest asset”*

Do their online profiles do them justice?

## Lawyer profiles matter

Your lawyers’ profiles are possibly the most important pages on your website. They are certainly among the most viewed pages. Even a new client who is referred by a trusted associate will usually pay a visit to a lawyer’s profile page before giving them a call.

They need to convey your depth of expertise in a way that your ideal client will understand and, to have the greatest reach, they need to be optimised for internet search to ensure you can be found with ease online.

*“What is it about you that will make me want to give you my business?”*

As a minimum, your partners and associates should have a detailed and up-to-date profile on your website and on LinkedIn. If you need to pitch for work through tenders, or if any of your lawyers regularly speak on the conference circuit, additional sector or subject specific profiles may also be needed.

To really shine a light on your expertise, it is important that your profiles are well written and kept up to date, with examples of your work and a glimpse of what you are like to work with.

*“I hate writing about myself”*

Few people feel comfortable about singing their own praises, particularly if they are asked to write their own profile. Having someone do it for you means that any shyness can be overcome and a profile produced that truly reflects your achievements and what you can offer.

If you require multiple profiles for your team, we can also ensure consistency in length, detail and style.

## Types of profile

Profiles can be prepared for:

Website
LinkedIn
Speaker
Tender

## What clients say

*“ We wanted to enhance the online profiles of our lawyers to accurately reflect the brand and client service offering at Knights 1759. Client work had to take priority and this, coupled with the challenge of getting all our lawyers to write their own biographies to bring out their best attributes in a consistent style, meant that individual interviews was the only effective way to achieve a quality end result.*

*We engaged Berners Marketing to help us, and arranged for them to have an in-depth conversation with each partner and associate in order to discuss key niche areas of work and success stories. Around 200 profiles were then drafted to an agreed house style and returned to the marketing team who liaised with our lawyers to finalise and approve.*

*Working with the team at Berners was extremely straight-forward. They helped us to implement an efficient system for writing, approving and finalising a large number of profiles accurately in a very short timeframe. Streamlining this process has helped us to drastically improve our website profiles and the team information that we provide to clients”*

**Yvonne Sidwell**  
Marketing Director

# Our approach

<b>Planning</b>	<p><b>Step 1</b> We agree how many formats you require from a choice of:</p> <ul style="list-style-type: none"> <li>• your firm’s website</li> <li>• LinkedIn profile</li> <li>• tender profile(s)</li> <li>• speaker profile.</li> </ul> <p><b>Step 2</b> We agree how the information will be delivered from a choice of:</p> <ul style="list-style-type: none"> <li>• MS word document</li> <li>• branded pdf</li> <li>• uploaded to your website or LinkedIn account</li> </ul> <p><b>Step 3</b> We agree the timeframe and cost, which is usually payable:</p> <ul style="list-style-type: none"> <li>• 50% on instruction</li> <li>• 50% on completion.</li> </ul> <p><b>Step 4</b> We agree whether you are happy to adhere to the <i>Berners Style Guide</i> or want us to work to your own editing rules. We agree any specific style requirements.</p>
<b>Liaison with lawyers</b>	<p><b>Step 5</b> We provide you with a crib sheet to help your lawyers prepare background information.</p> <p><b>Step 6</b> We arrange a telephone or skype interview, which usually lasts from 30 to 45 minutes.</p> <p><b>Step 7</b> We review material such as CV, proposal profiles and directory submissions.</p>
<b>Drafting</b>	<p><b>Step 8</b> We prepare an initial draft, which is returned to the lawyer to:</p> <ul style="list-style-type: none"> <li>• check accuracy;</li> <li>• clarify details and queries; and</li> <li>• make any amendments.</li> </ul>
<b>Approval</b>	<p><b>Step 9</b> We then:</p> <ul style="list-style-type: none"> <li>• format as agreed;</li> <li>• independent proof read; and</li> <li>• obtain final approval.</li> </ul>
<b>Delivery</b>	<p><b>Step 10</b> We liaise with the marketing team or upload as per our agreement.</p>

## Pricing

The cost for an individual profile will depend on the uses and formats required.

Option	Website	LinkedIn	Speaker	Tender
A	✓			
B		✓		
C			✓	
D				✓

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- Bespoke legal content     
  Legal content library     
  Success stories and case studies.

For further information call us in London on +44 (0) 207 305 7182 or in Eccleshell on 01785 859 995.

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