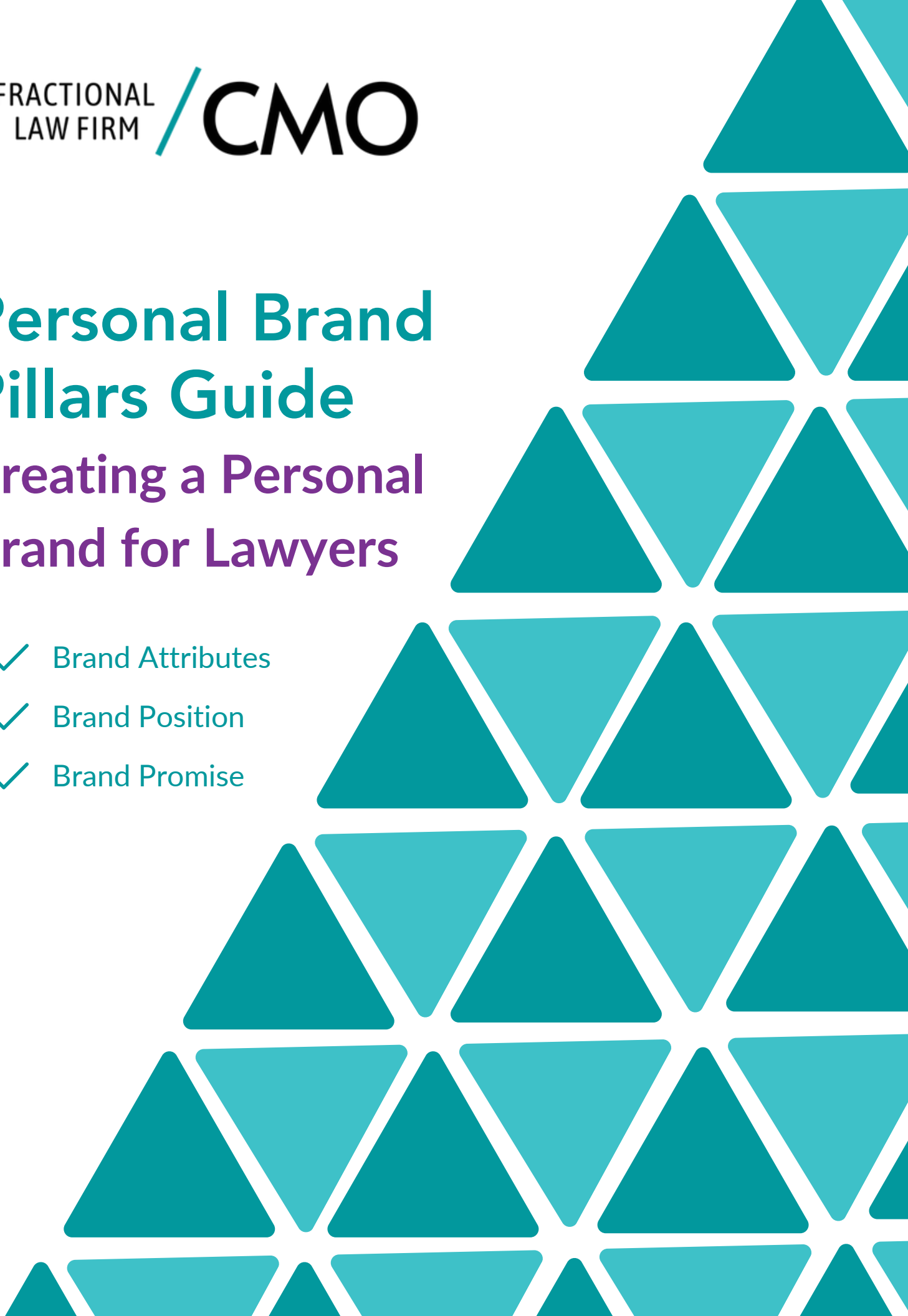


# Personal Brand Pillars Guide

## Creating a Personal Brand for Lawyers

- ✓ Brand Attributes
- ✓ Brand Position
- ✓ Brand Promise



As a lawyer, your personal brand is your greatest asset. Whether you're a seasoned attorney looking to revamp your image or a fresh graduate entering the field, this guide will help you define, build, and showcase your unique personal brand in the legal industry.

## Step 1: Developing Personal Brand Attributes

1. Understand the three distinct groups of brand attributes:
2. Personal Attributes: Your inherent qualities, e.g., empathy, resourcefulness.
3. General Attributes: How you operate in a professional environment, e.g., leadership skills, relationship building.
4. Skills Attributes: Your specific professional capabilities, e.g., jury trials, knowledge of specific laws.
5. Identify your personal, general, and skills attributes. Write them down.

## Step 2: Defining Your Personal Brand Position

1. Do a self-evaluation of your current practice, clients, and competitors. Write down the key aspects.
2. Compare your current position with where you want to be in five years. Identify the changes.
3. Define your aspirational target audience. Who are they? Where are they?
4. Write down your key differentiators.
5. Define your Unique Value Proposition (UVP). What benefits and values do you offer to clients?
6. Write down your personal story.
7. Combine the above elements to define your personal brand position.

### Step 3: Crafting Your Personal Brand Promise

1. Identify the main problems that you solve for your clients. Write them down.
2. Transform your professional description into an engaging statement that encapsulates your brand attributes and positioning.
3. Reflect on your opening hook. Does it prompt further questions? Does it make you stand out?
4. Combine these elements to form your brand promise.

### Step 4: Amplifying Your Personal Brand

1. Based on your target market, identify the platforms or avenues where they are most likely to be found.
2. Reflect on the channels you have identified. Do they align with your personal brand and target market? Adjust as necessary.
3. Develop an initial plan on how you will use the identified channels to amplify your personal brand.

Have questions or need help? Contact us  
[info@fractionallawfirmcmo.com](mailto:info@fractionallawfirmcmo.com)

