

# PERSONAL BRANDING CHECKLIST

Every interaction, whether online or in-person, is an opportunity to build your brand and promote yourself. Ensure your brand is memorable, share what differentiates you from other lawyers, and engage with authenticity.

## Website

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- Updated headshot
- Updated bio featuring recent experience
- Powerful intro sentence that sparks intrigue
- Recent speeches and articles
- Client testimonials
- Community and board involvement

## LinkedIn

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- Updated headshot
- Impactful "Headline" using the 120 characters
- Branded or engaging background photo
- First-person "About" section (i.e. your elevator pitch)
- Robust "Profile Sections"
- Featured links, posts, videos, and other media
- Identify key "Services"
- Set "Creator Mode" to "On"

## Speaking Engagements

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- Headshot and bio for event app, website, or other attendee materials
- Business cards (digital or print)
- QR code for LinkedIn profile, key articles, website, and other materials
- Personal outreach before and after to key contacts
- Updated bio and social channels promoting event

## Other

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- "Elevator pitch" of your services that differentiates you from other lawyers
- Video clip highlighting your work and/or a speaker reel
- Media/PR kit
- Client testimonials and case studies
- Analytics on how your content is performing
- Regularly solicit client and referral feedback to understand how you are perceived in the industry

Like our checklist? Checkout our other free tools:  
4x4 Quarterly Marketing Goals Assessment and our Social Media Content Planner

Have questions or need help? Contact us  
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