

TIPS FOR BUILDING YOUR BRAND

A personal brand is essentially your reputation i.e. what you are known for, or in other terms, it is a symbol for a whole range of information about you. A personal brand represents the beliefs about your expertise, experience and likeability as a lawyer.

SOCIAL MEDIA

Utilise available technology

Social media is a creative platform that allows younger lawyers to demonstrate knowledge and create connections. Senior practitioners can use it to spread their thought-leadership expertise.

MARKET NEEDS

Understand market needs

It's important to think about what the market and your clients need, rather than what you want to offer. Try to focus on understanding the needs of clients, rather than what you think they need.

COMMERCIALITY

Understanding the commercial context

Commerciality is the ability to translate legal expertise through the lens of practicality into an outcome for your client. Understanding the commercial environment in which your clients' organisation operates will help you to provide increasingly relevant advice given within the context of the client's sector. As lawyers develop relationships, it is equally important to build knowledge and expertise about the industries that our clients operate in.

MAKE TIME

For business development

Lawyers must learn to balance business development activities and fee-earning activities. It's important to prioritise business development as these initiatives will create a pipeline of work for lawyers.

CRM (CLIENT RELATIONSHIP MANAGEMENT)

Get involved and talk to people!

From the first day in practice, lawyers are constantly building workplace relationships, client connections and their own personal brand. Senior lawyers can use more sophisticated IT systems to help keep track of their contacts, whereas younger lawyers should spend more time creating contacts by attending industry events or establishing relationships with their counterparts in clients' teams.

