

How to Write a Winning Lawyer Profile

By Roberta M. Gubbins

The second-most-visited page on your website is your profile page. Readers rarely start there, but they will click on your bio at some point during their search. The legal profession is a service industry, so clients are more concerned about whom they're working with rather than the brand of the firm. This also holds true for your SBM Member Directory profile page (<https://www.zeekbeek.com/SBM>); if potential clients find your name, they'll likely want to look at your profile.

Your profile is not a résumé or curriculum vitae, nor is it a laundry list of your accomplishments. The best way to include that information is to upload a PDF to your website with a link to it on your profile page. You can add as much information as you'd like using the edit profile feature of the SBM Member Directory. Your profile should introduce readers to who you are and give them reasons to contact you.

Consider breaking with traditional patterns to make your profile more relevant, revealing, and engaging. Show present and future clients why they should want to meet you and that you're worth their time and money, and show yourself that it's possible to be both professional and personal in your profile.

Here are key elements to consider including in your profile:

- **Your name and the type of law you practice**—Start with a statement introducing yourself and describe the nature of your practice.
- **A professional head shot**—Prospective clients want to see whom they will be working with. A professional photo is a must; no selfies or photos with your pets.
- **Bits of personal information**—Remember, you are more than an attorney. Describe your hobbies or what you do with your family. A video or photo of you away from your job can go a long way toward making clients feel more comfortable about you.
- **Include your contact information** and make it easy for clients to reach you through the online directory's scheduling feature. It allows clients to request an in-person or phone appointment with you in just a few clicks.
- **Finally, bring your personality into your profile.** Your profile should reflect whether you are formal or informal. Clients often select attorneys with whom they feel a personal connection. Encourage those connections by showing who you are and why you do what you do. ■
- **Video**—Video engages viewers, helps create trust in your firm, brings in more clients, and can boost your rankings on Google. Video content can include an introduction to your firm, testimonials from clients, or answers to frequently asked questions.
- **A summary of what you do for clients**—Explain what it's like to meet with you and how you approach your practice.
- **An explanation of why you practice law**—Clients want to know what interests you about the law and what energizes you.
- **Relevant accomplishments or civic contributions**—Consumers like lawyers who are involved in the community. Your list of awards shouldn't be extensive, but include those relating to your practice.



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Roberta M. Gubbins has served as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter editing articles, blogs, and e-blasts for lawyers and law firms.

She is editor of The Mentor, the SBM Master Lawyers Section newsletter.



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