

ONE OF A KIND  
PERSONAL BRANDING  
FOR LAWYERS

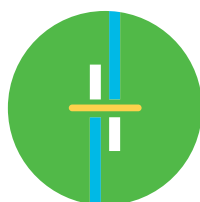
SELF-ASSESSMENT WORKBOOK



Created by Jay Harrington



Sophisticatedly Simple.



HARRINGTON

Thanks for downloading my “One of a Kind” personal branding for lawyers workbook. The purpose of this workbook is not to provide you with all of the answers about how to build a personal brand. That requires a much deeper discussion and commitment on your part to completely rethink how you approach your practice.



But it is meant to provoke you to think differently, and equip you with a deeper understanding of how to assess your unique strengths and weaknesses, so that – when the time is right – you’ll have the right mindset to dive into the process of creating a compelling personal brand.

Please thoughtfully consider the following questions, all derived from my book *One of a Kind: A Proven Path to a Profitable Legal Practice*, which are intended to help spark new ideas about how you build your brand and your practice.

#### ABOUT THE AUTHOR

# JAY HARRINGTON

[jay@hcommunications.biz](mailto:jay@hcommunications.biz) | 313.432.0287

Jay is co-founder of Harrington and leads the agency’s Brand Strategy, Content Creation, and Client Service teams. He works with clients to develop memorable brands and compelling content, and ensures that clients receive impeccable service and demonstrable value.



# Building a Practice vs. Being a Lawyer

By Jay Harrington



There's a big difference between *building* a practice, and simply *being* a lawyer. Building a practice is hard work. It requires an understanding of mission (what you want to do), strategy (how you will do it), and tactics (the specific actions you will take). Carefully consider these questions to understand whether you're approaching your practice with a "builder" mindset.

Do you have a long-term plan in place to establish and project expertise in a narrow industry, or are you simply reacting to opportunities as they arise?



Are you "in the middle" of your target industry, writing and speaking frequently, or are you dabbling in a range of industries?



Are you genuinely interested and excited about your target industry, or does it simply present an opportunity?



Are new clients seeking you out, or are you seeking out new clients?

Are you "too busy" to express thought leadership by speaking and writing, or do you prioritize time for these essential activities?



Are your clients geographically diverse, or are they concentrated in geographic proximity to you?



Do you solve vexing problems for clients, or do you simply complete assignments for them?



Is your day structured with activities and initiatives that advance your expert standing, or is it driven by the day's email traffic?

## Building a Practice vs. Being a Lawyer



Do you carefully consider, vet and often turn away opportunities that aren't the right fit, or do you jump on any new opportunity that presents itself?

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Are your billings and collections steadily climbing, or are they erratic - up one year, down the next?

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Can you perform routine tasks within your niche with little thought and effort, or do matters routinely require you to brush up on the relevant law and industry at issue?

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Do you feel in control of your life, or does your life feel controlled by others?

# Personal Brand Self-Assessment

*By Jay Harrington*



**Your personal brand, just like your reputation, evolves every day – for better or for worse. So there’s no time like the present to start working on yours.**

Your personal brand is your calling card to the world. It speaks for you when you’re not there to speak for yourself. It’s your story and your promise of value. It is the amalgam of qualities, characteristics and traits that are the essence of who you are, both professionally and personally. Remember, one does not have a choice of having or not having a personal brand. And so the question is: Is your personal brand powerful and effective?

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What do you truly want to be known for?

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What can you do better than anyone else?

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What problems do others seek you out to solve?

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# Personal Brand Self-Assessment



How do friends and colleagues describe you to other people?

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What excites you? What are your passions?

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What are your core values?

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Where do you see yourself in five years?

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Do you have experience doing the work you enjoy for clients in a growing industry?

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Are you genuinely interested in learning more about the legal and business issues concerning a particular industry?

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# Personal Brand Self-Assessment



Are there mentors within your firm who you can model yourself after?

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Can you leverage your past experience to bring new perspectives to a new industry?

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Can you quickly and easily answer questions, and provide advice, on basic issues in your area of purported expertise?

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What are three trends that are transforming the industry you serve? Are there any legal solutions that can help clients overcome the challenges, or seize the opportunities, that these trends present?

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What innovations or new developments in your industry and/or practice area of focus do you know about that most others do not?

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# Personal Brand Self-Assessment



What do most people in your field think would be impossible? Is it really impossible or is it just that no one has thought of a solution yet?

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What experiences have you had that others in your field most likely have not?

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What legal issues and questions are you passionate and interested in?

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What insights could clients and prospective clients benefit from?

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How can you learn and/or validate what those insights are?

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# Building a Following Around Your Brand

*By Jay Harrington*



Even if you have the most compelling personal brand story in the world, it doesn't matter if no one knows about. It's like the proverbial tree that falls in the forest. Lawyers with the strongest brands define who they are, first, and then share that message where their audiences spend their time and attention.

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How can you begin to solidify your credentials in new areas (writing blog posts or op-eds, giving speeches, serving on committees related to those disciplines, etc.)?

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How can you make it easy for others to learn about and share your message? Are there tools you can create (such as recommended reading lists)?

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What do your target audiences read, watch, listen to?

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# Building a Following Around Your Brand



Who do you respect among your peers? Make a list and write down one action you can take in the next one to three months to deepen your relationship.

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Who are the influential people in your target industry that you'd like to get to know? Make a list and write down one action you can take in the next one to three months to make a connection.

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Experts write. What do you want to write about? Think about the most common questions and pressing issues people in your target industry face.

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What social channels does it make the most sense for you to prioritize and publish on, based on what your audience is consuming and your own personal preferences? Are your profiles on these channels (e.g., LinkedIn) up to date and accurate?

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# Building a Following Around Your Brand



Who are the key reporters in your field? Create a media list.

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What are you going to do today to get started? It's easy to come up with ideas and make amorphous future plans. But what actions are you going to take right now to bring your personal brand to the world?

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