



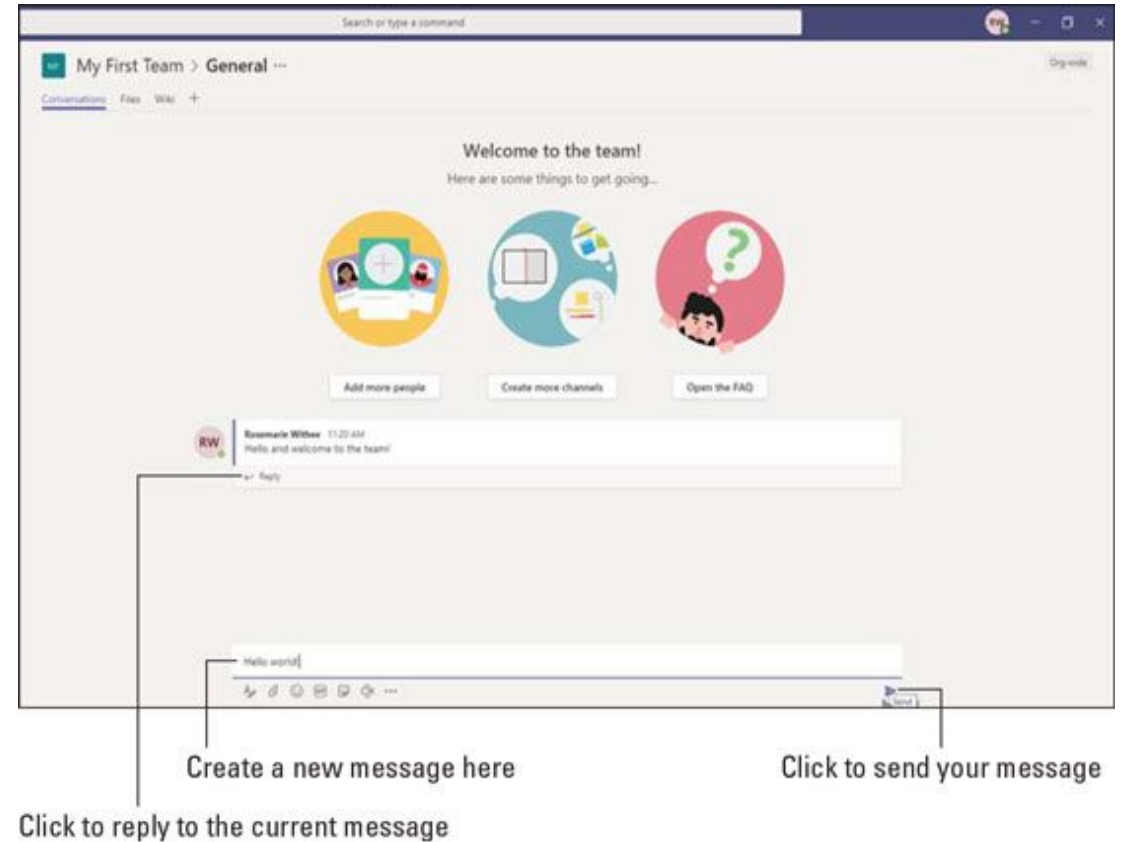
*Quill uncovers webinar series*

# LinkedIn for Law: A step-by-step guide

August 10, 2021

# Housekeeping

Recording and summary deck  
will be available to all  
participants





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[LinkedIn Profile](#)



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Proud to be at the heart of over 750 law medium and small sized law firms.

# Today's Agenda

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- 1 Introduction
- 2 Optimising your profile
- 3 Building your network
- 4 Engaging with connections
- 5 Content and posts best practices
- 6 Champs Challenge to increase SSI
- 7 Q & A



**Yvonne Boateng**

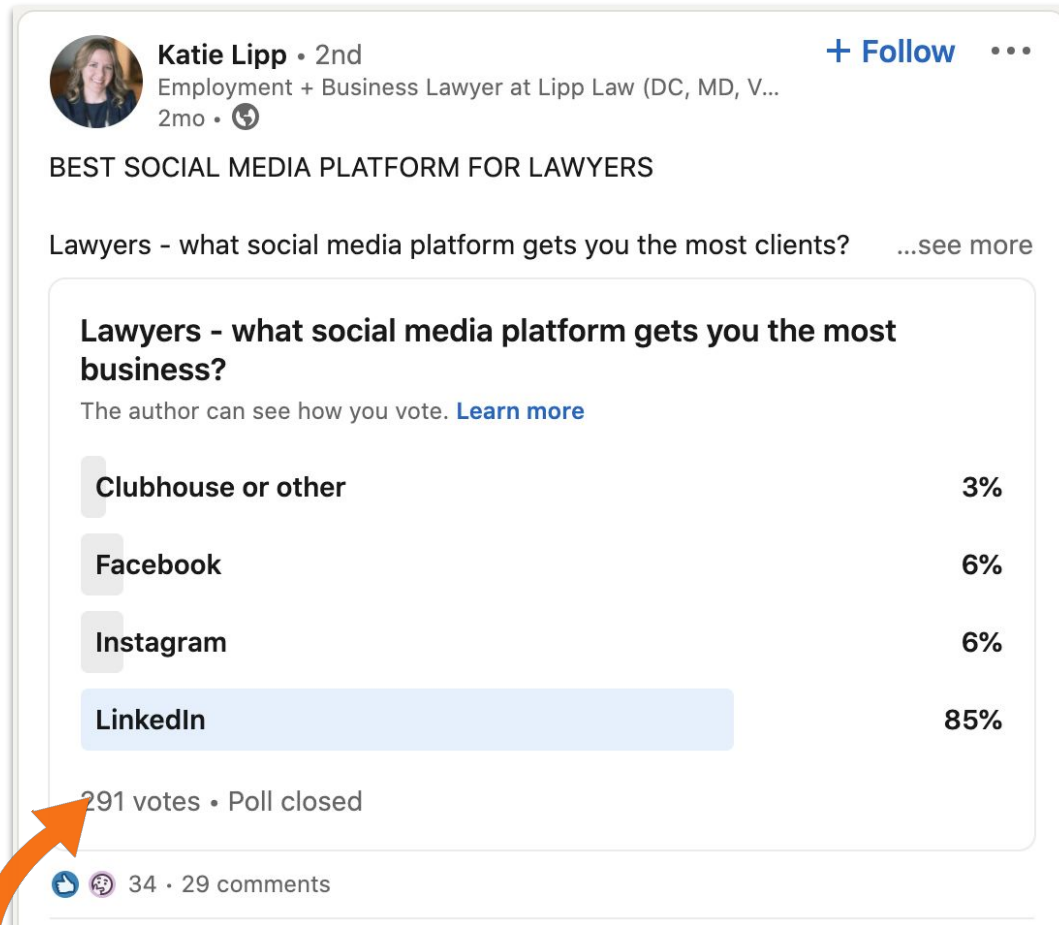
I Fire Up The Professional Brand of Your  
Workforce To Turn Them into Influentia...



**BEE ONLINE**  
CONSULTING

# LinkedIn is a powerful tool for opportunities when used correctly

It can prove to be one of the **greatest** tools for attracting and retaining clients,



## Also use it for:

- ◆ Networking
- ◆ Reputation Management
- ◆ SEO (you rank higher on Google)
- ◆ Talent Acquisition and Management

Interesting poll answers from 291 lawyers



# When you see these people, what do you think?

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These individuals have made conscious efforts to build their brand and be known for something

- When people land on your profile, they are also **forming an opinion** about you
- Are you constructing your own brand or letting Google do it for you?
- Can you be found in search engines? What do **YOU** want to be known for?

# Foundations of Building Your Digital Brand

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# Here are the 4 pillars to build a strong professional brand

## 1. Brand

100% Complete  
Visual examples  
Endorsements

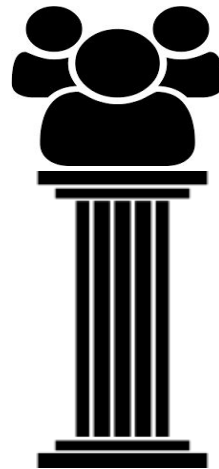
One time exercise to  
make a good 1<sup>st</sup>  
**digital impressions**



## 2. People

Searching/adding  
Invitations Sent  
Building Profile  
Views

Are you **building your  
network regularly**.  
accept / send invitations



## 3. Content

Sharing Content  
Engaging  
Group Activity  
Messaging

The hardest, but the  
most necessary to do



## 4. Relationships\*

Connectivity  
Quality Network Build  
Network  
Seniority

The strength of your  
network – how connected  
are you. Find & **Build  
trust** with decision-makers

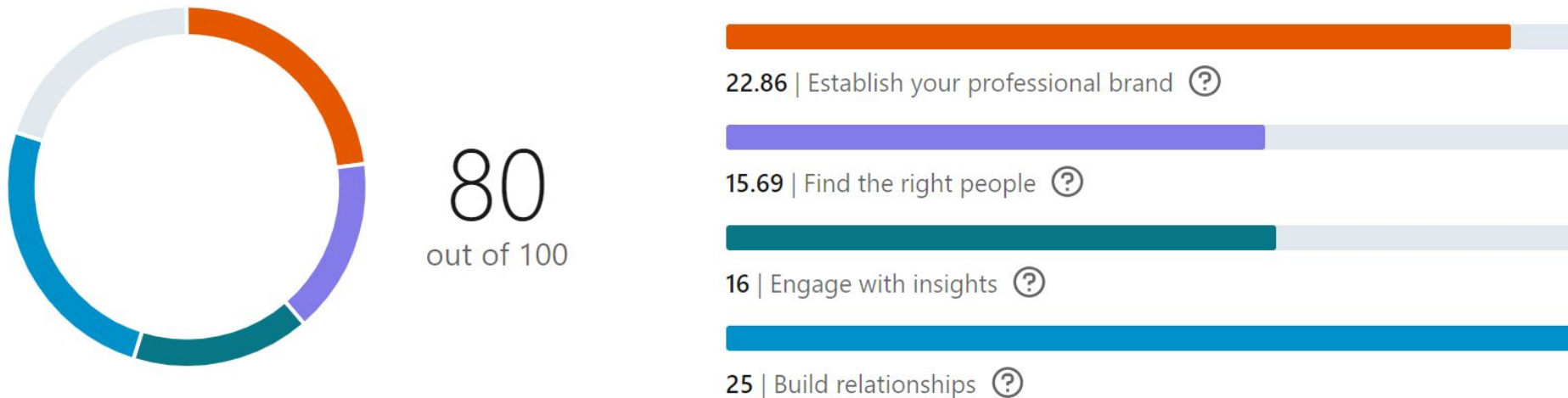


\*Aimed at professionals in sales folks to train how to use LinkedIn's advanced search to find decision makers. Using Boolean search terms

# And a way to measure you're doing the right things on LinkedIn by your Social Selling Index (SSI)

[www.linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

Measures how effective you are at establishing your professional brand across 4 areas



- Big number is the accumulative number
- This is made up of 4 areas
- But **don't obsess**, it's just a good indicator

# Building an all-star optimised profile: The key elements for Lawyers

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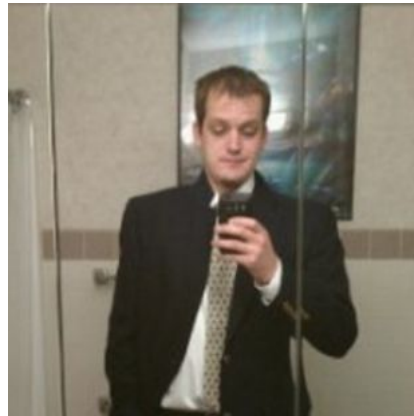
1. Profile picture
2. Background image
3. Headline
4. About section
5. Customise your personal URL
6. And **'featured'** section, Cover Story & Recommendations

## CALL OUT!

Remember to switch off notifications before you start making changes  
And ensure your profile is public

# What's wrong with these profile pictures? We want to avoid these

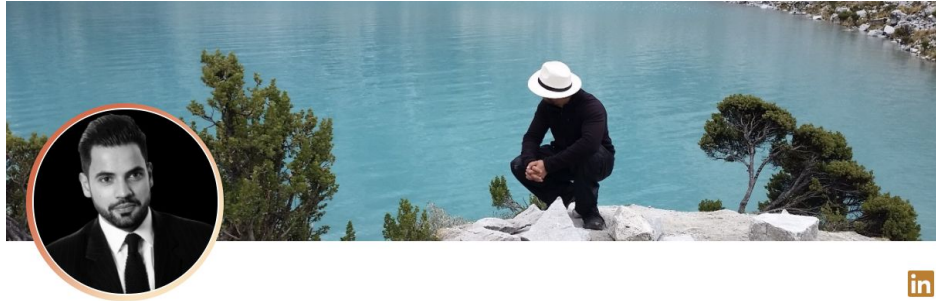
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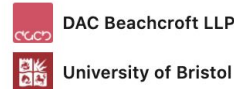
# 1. PROFILE PICTURE: Examples of good clear headshots



Mike Gamson · 1st   
Passionate about investing in people  
Greater Chicago Area · [500+ connections](#) · [Contact info](#)



Sahar Farooqi  · 2nd  
Barrister & Partner at DAC Beachcroft  
Talks about #law, #business, #diversity, #motivation, and #mentalhealth  
London, England, United Kingdom · [Contact info](#)

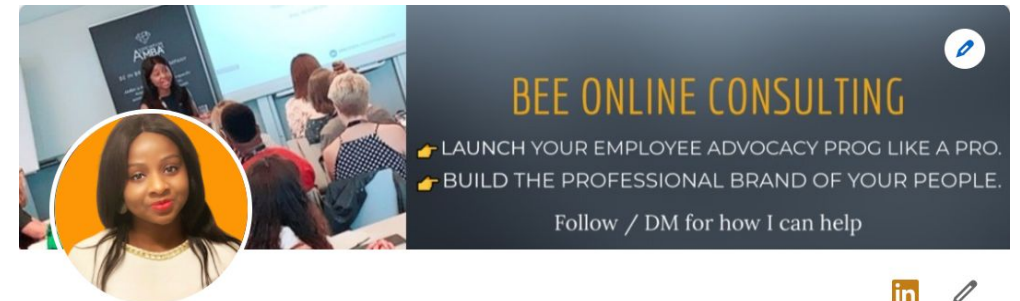



LinkedIn profiles with headshots receive 21X more profile views and 9X more connection requests.

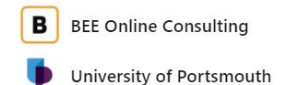
## TIP

Before you upload your profile pic (and background), save it with your name and keyword)

- Close up of your face
- Up to date photo
- Plain background
- Dress in what you would wear to work
- Don't be afraid to smile!



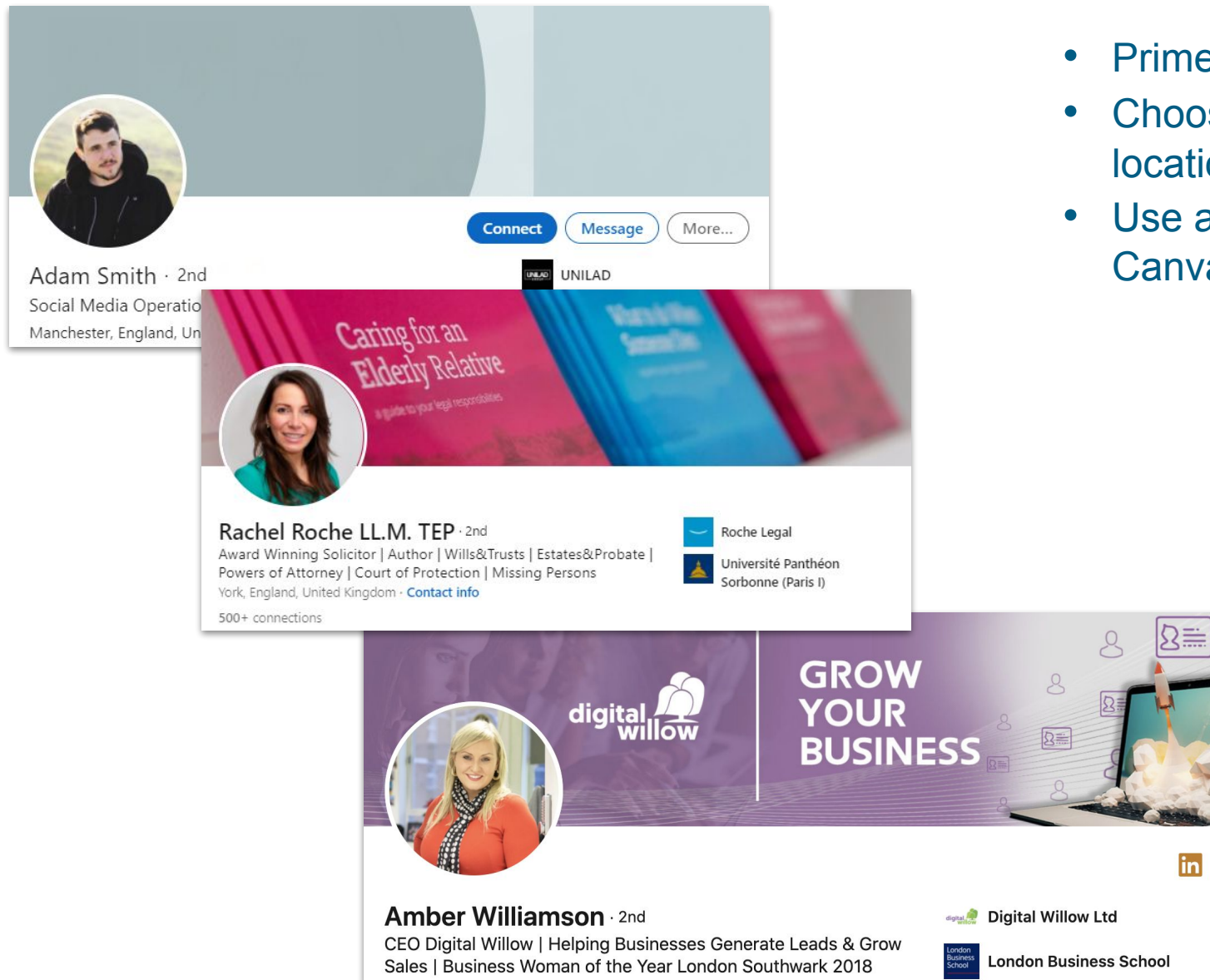
Yvonne Boateng   
I Fire Up The Professional Brand of Your Team & Leaders & Turn Them into Influential Voices & Effective Brand Ambassadors | Employee Advocacy, LinkedIn Training, Authority-Building Content| Ex-LinkedIn | Speaker| PRINCE2





## 2. BACKGROUND IMAGE: The importance of a background image

- Prime real estate to tell your story
- Choose something informative or meaningful (skyline, location are good too)
- Use a template <https://linkedinbackground.com> or try Canva or Adobe Spark



Be careful  
with wording  
placement on  
mobile

# More examples

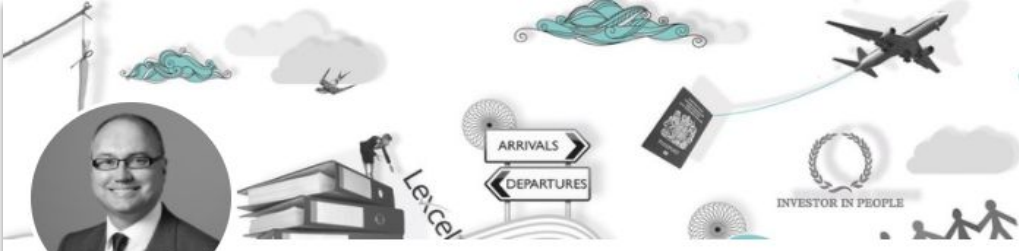



**Julian Bryan** · 1st  
Managing Director, Quill  
Stanton, England, United Kingdom · [Contact info](#)


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 University of Warwick -  
Warwick Business School




**Matthew Davies** · 3rd  
► Expert business immigration solicitor ► Helps UK and international businesses to recruit talent from overseas  
Warwick, England, United Kingdom · [Contact info](#)


 Wright Hassall LLP

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**Laura Frederick Law PLLC**  
*A boutique law firm specializing in vendor contracts*




**Laura Frederick** 🗣️ · 2nd  
We help businesses negotiate vendor contracts | xBiglaw & xTesla Attorney | Founder of the How to Contract practical training platform | Follow me for daily contract tips and cartoons 📝 | She/Her  
Talks about #lawyers, #contracts, #lawstudents, #howtocontract, and #contractdrafting  
Austin, Texas, United States · [Contact info](#)

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**Katie Lipp** 🗣️ · 2nd  
Employment + Business Lawyer at Lipp Law (DC, MD, VA) 🏆  
Law Practice Queen: Advisor + Business Coach to Female Lawyers + Solos Who Want to Level Up 🏆  
Talks about #growth, #lawyers, #business, #hradvice, and #mentalhealth  
Fairfax, Virginia, United States · [Contact info](#)

 Law Practice Queen, LLC

 George Mason University -  
Antonin Scalia Law School



### 3. HEADLINE: Grab your audience's attention, what will resonate. Avoid the default

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Trial Lawyer at Mann and co



Trial Lawyer, Super Mom, Podcast Host, Law Professor, Marathon Runner, Problem Solver

---

Criminal Defense Attorney



Criminal defense attorney. A critical thinker and more compassionate than your average

---

Divorce lawyer and Partner at Freeths LLP



Divorce Lawyer. A collaborative and active listener with the skill to make families part on positive terms

---

#### THINK

- Does your headline state what you do and who for?
- Use keywords that are used for search by your target audience
- What value do you bring or what's your mission?
- Record your name and a quick line you want people to hear



## 4. ABOUT section: It's all about your audience. Not You. What will resonate?

---

### Pro Tip:

- Write what will resonate with your target audience. What do you do and why you do it?
- You need people to be able to see this immediately to encourage them to contact or connect

1. Explains what you do → E.G. *My firm is small, new and niche. I specialise in recovering compensation for my clients following a Road Traffic Accident, Accident at Work, Slip/Trip or Cosmetic Injury*

2. Spacing/Paragraphs

3. Uses lists & bullet points

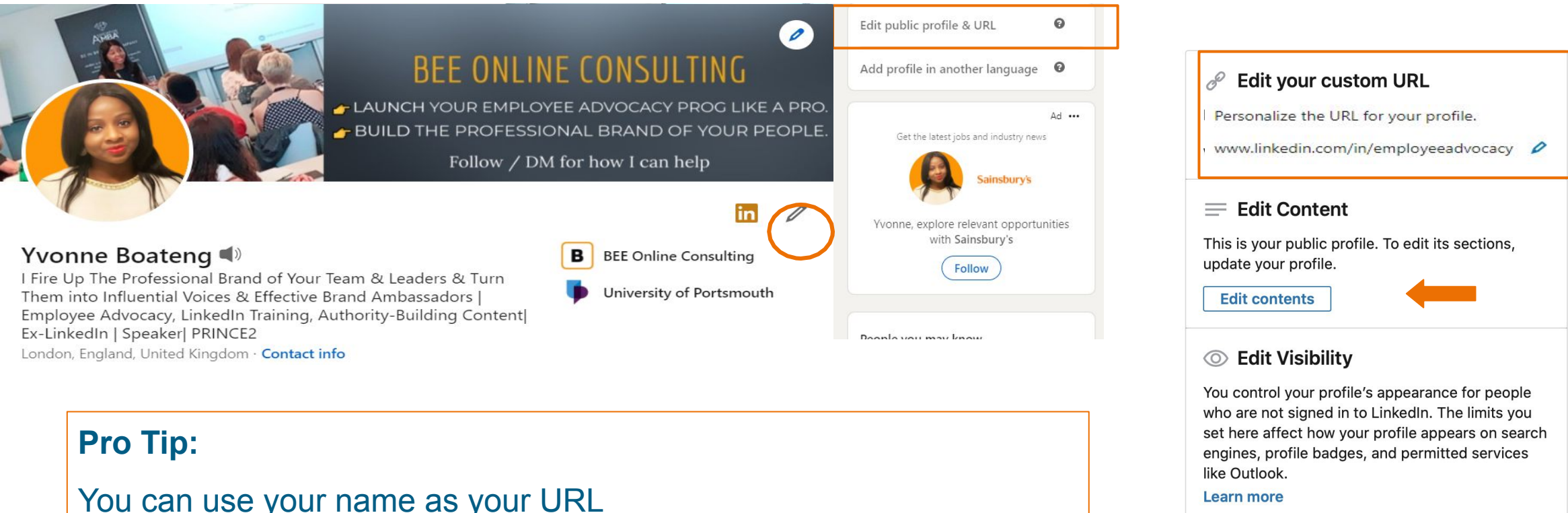
4. A bit about you

5. Best way to connect

SHOULD **NOT** SOUND LIKE A CV. You are **bringing it to LIFE**

- Use it to provide a more personal insight into your professional life
- But explain what motivates / who you serve / what value you bring
- Use **keywords** that are used for search
- **Speak in 1st person**

# 5. Customise your URL: Make it easy for people to find you

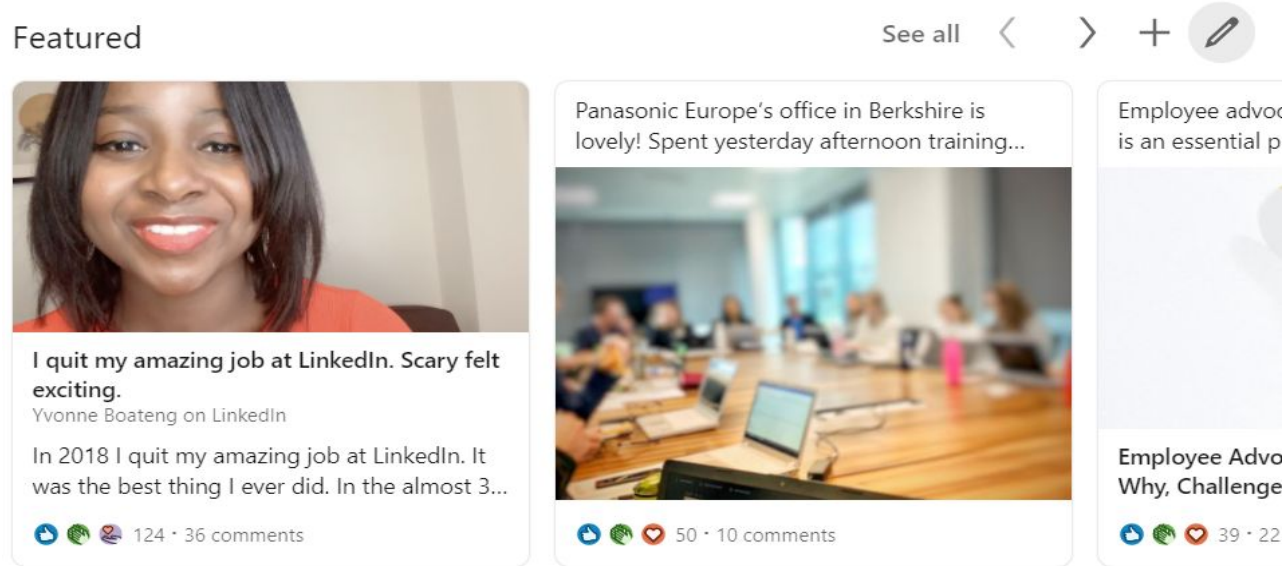


The image shows a LinkedIn profile for Yvonne Boateng. The profile banner features the text "BEE ONLINE CONSULTING" and two bullet points: "LAUNCH YOUR EMPLOYEE ADVOCACY PROG LIKE A PRO." and "BUILD THE PROFESSIONAL BRAND OF YOUR PEOPLE." Below the banner, the profile name "Yvonne Boateng" is displayed, followed by a description: "I Fire Up The Professional Brand of Your Team & Leaders & Turn Them into Influential Voices & Effective Brand Ambassadors | Employee Advocacy, LinkedIn Training, Authority-Building Content| Ex-LinkedIn | Speaker| PRINCE2 London, England, United Kingdom · [Contact info](#)".

Annotations highlight the "Edit public profile & URL" option in the top right corner of the profile page. A red circle highlights the "Edit your custom URL" section in the right-hand menu, which includes the text "Personalize the URL for your profile." and the current URL "www.linkedin.com/in/employeeadvocacy". A red arrow points to the "Edit contents" button in the "Edit Content" section of the right-hand menu.

**Pro Tip:**  
You can use your name as your URL  
OR for SEO purposes, you could add an industry or geography.  
  
Eg: /yvonneshocialmedia  
OR /employeeadvocacy  
OR /linkedintrainerlondon

## 6. Featured Section, Cover Story, Recommendations



### Tip

Use this to showcase things you're proud of and acts as social proof




- ✓ Your best performing posts
- ✓ An article you've written
- ✓ Links or images to any work you're proud of
- ✓ Case studies (if relevant)

- Consider sharing news / blog posts that might be of interest to your connections
  - This shows that you're on top of changes in your practice areas
- Could be a great place to highlight testimonials
  - While simultaneously serving as a reminder of your practice areas

Also helps to encourage **referrals**.



## Key takeaways

- 1 Profile picture
  - 2 Background image
  - 3 Headline
  - 4 About section
  - 5 Customise your personal URL
  - 6 'Featured' section, Cover Story & Recommendations
- 
- 
- 

# Questions?



Now with a complete profile & building connections

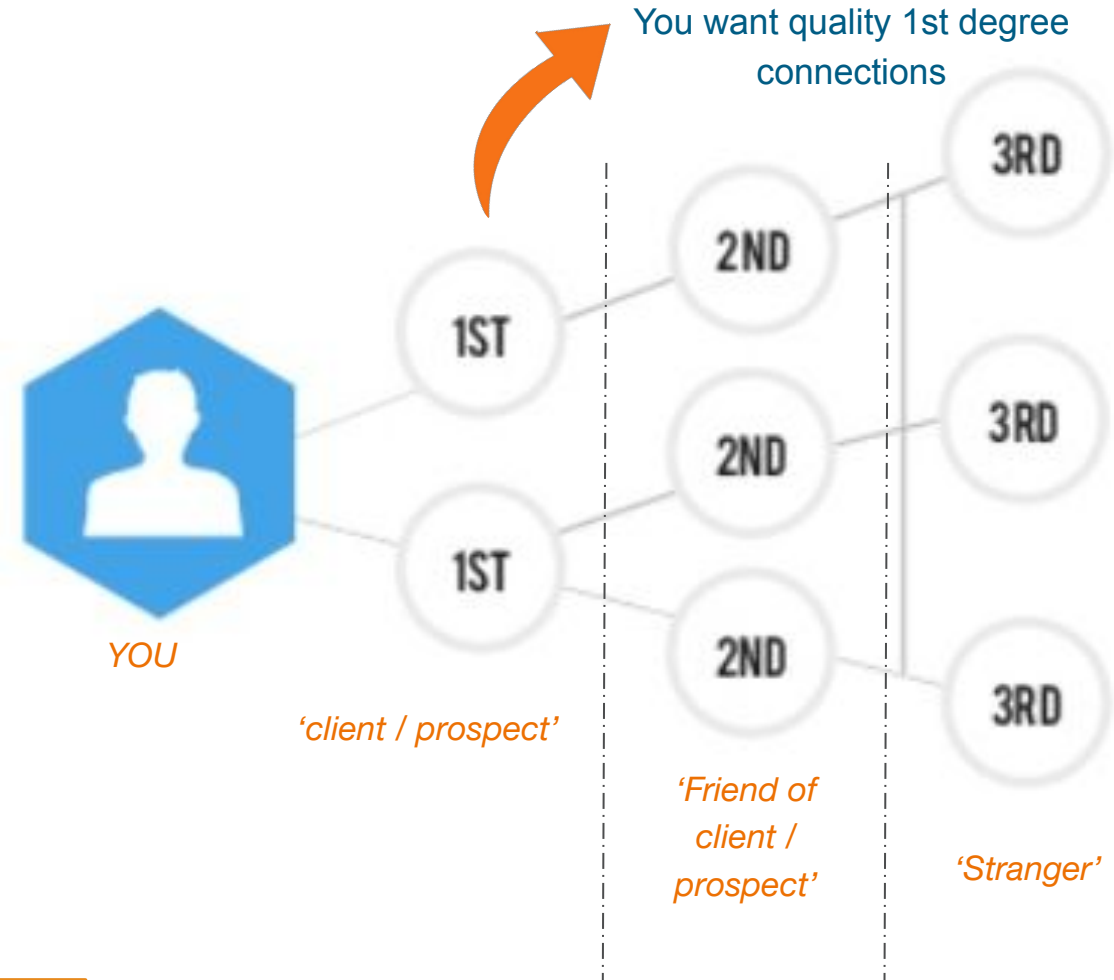
# Engage & Share Content

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# But First... Build Your Core Network Continuously

Focus your time building your 1<sup>st</sup> degree core network of known contacts



**To generate leads and clients on LinkedIn:**

Find → Connect → Engage → Build → Convert

# Here are the 4 pillars to build a strong professional brand

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## 1. Brand

100% Complete  
Visual examples  
Endorsements

One time exercise to  
make a good 1<sup>st</sup>  
**digital impressions**



## 2. People

Searching/adding  
Invitations Sent  
Building Profile  
Views

Are you **building your  
network regularly**.  
accept / send invitations



## 3. Content

Sharing Content  
Engaging  
Group Activity  
Messaging

The hardest, but the  
most necessary to do



## 4. Relationships\*

Connectivity  
Quality Network Build  
Network  
Seniority

The strength of your  
network – how connected  
are you. Find & **Build  
trust** with decision-makers



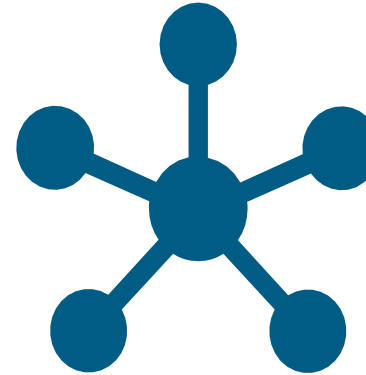
\*Aimed at professionals in sales folks to train how to use LinkedIn's advanced search to find decision makers. Using Boolean search terms

## We can begin to do this in two ways

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**Engaging** is the act of liking, commenting and even re-sharing other people's content



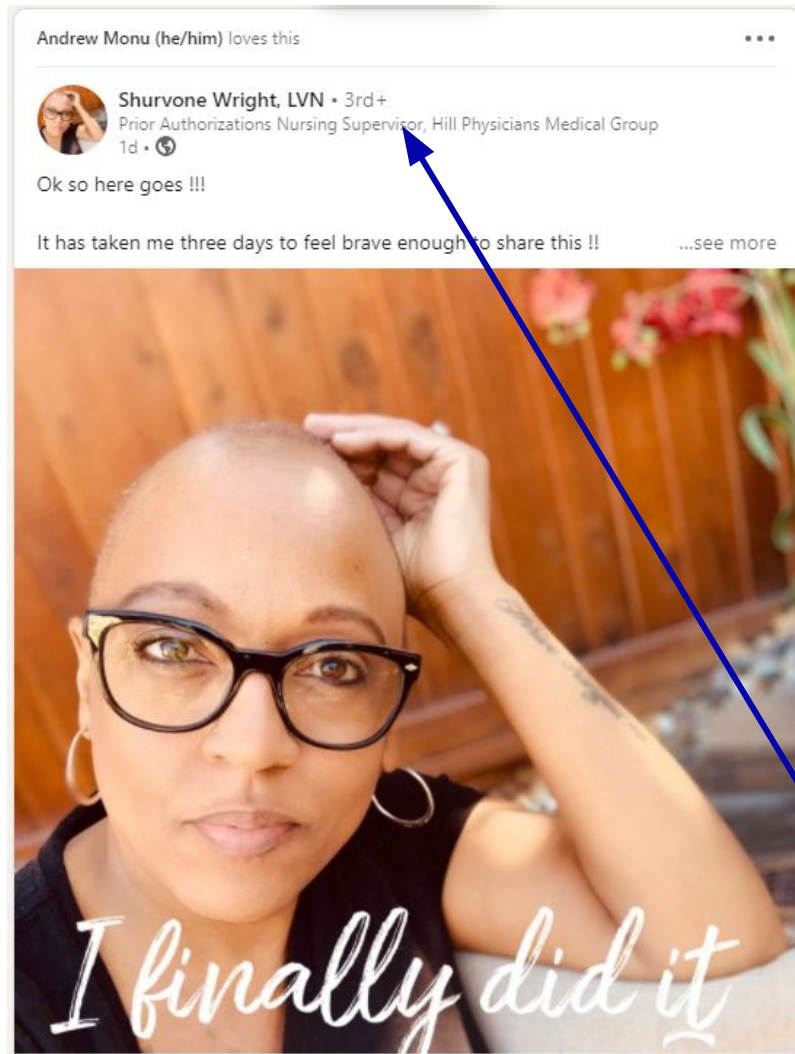
**Sharing** is the act of sourcing and publishing content and your own creation.

There are different formats

Before you start sharing content, **build confidence** by engaging with content first

# Start by engaging - liking and commenting to get comfortable and build your audience

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Start to like content **daily**: 2-3 and work up to 5





Comment, engage in a conversation, @Mention

## Pro Tip: Lead with generosity


- Add a thoughtful response / helpful content to educate
- If you see content a connection may find interesting, comment & @mention them
- It must be specific and relevant to make an impact

Content from a LinkedIn member **outside of my network**

 **Mark Williams** • Following  
LinkedIn Trainer aka 'Mr LinkedIn' | LinkedIn Visibility | Social Selling | Speaker | Coa...  
2d • 

"In the forest 🌲 of LinkedIn, don't stand stationary behind a tree" 🌲





Here's a short clip from an interview I did recently with [Paula Sáenz López](#) ...see more






Play



0:00 / 2:45

31 • 17 comments • 859 Views

 Like  Comment  Share  Send

 Add a comment...  

Most relevant ▾

 **Yvonne Boateng** • You  
I Build Your Professional Brand & Your Workforce To Turn Them into Influ...  
Super analogy **Mark!** Thanks for always giving to this platform! 😊  
Like •  1 | Reply

## Your comments on other members' posts will be visible, so comment thoughtfully

- If the original poster replies, a portion of their network sees your comment.
- A portion of YOUR network will also see it.
- This **powerfully** builds your brand **and** keeps your name in the feed

### Pro Tip:

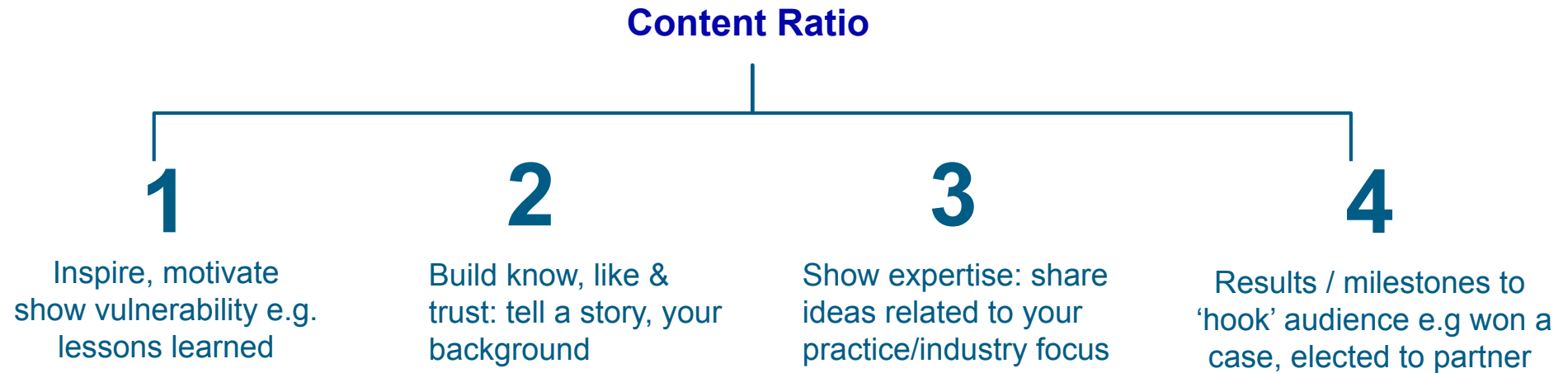
Use search bar to type a topic → filter by 'post' (outside your network content)

5x5 - find 5 relevant hashtags to follow. Comment on 5 different posts

**SO** again make sure your headline is compelling & attention-grabbing

## But sharing content consistently is the magic to convert attention into leads and clients: Post work & non-work-related content

---



### Tip

Add value 80% of the time. Present your 'offer' 20%<. Aim to:

- ➔ Educate
- ➔ Entertain
- ➔ Advocate
- ➔ Polls to ask provocative questions

## So here are some ideas for your first few posts once you've optimised your profile

### Week 1 Options

- Getting out of your comfort zone
- Industry run down
- That you've started this programme
- Best piece of business advice you've ever received

### Week 2 Options

- Screenshot an article, podcast or book, give your commentary
- Repurpose a blog you found interesting. E.g. if it was 5 tips for XX, pick one that speaks to you
- Share a 'how to' list / guide
- Attended a virtual event or taken time off to do something?

### Week 3 Options

- Highlight a customer issue and how you fixed / supported them
- Share feedback or Testimonial from a client or peer
- What is your mission as a Lawyer/Partner? What is your 'why'? Why are you in business?

### Work related

- Write down the top ten frequently asked questions your leads, prospects and clients ask you
- Each one of those questions is a piece of content. Make into a video, article or some other form

### Non-work human posts

- Think about your personal experiences over the last 24 hours
- Have you been asked an interesting question? *Others probably have the same question.*
- Did you have a win or have a failure you learned something from?

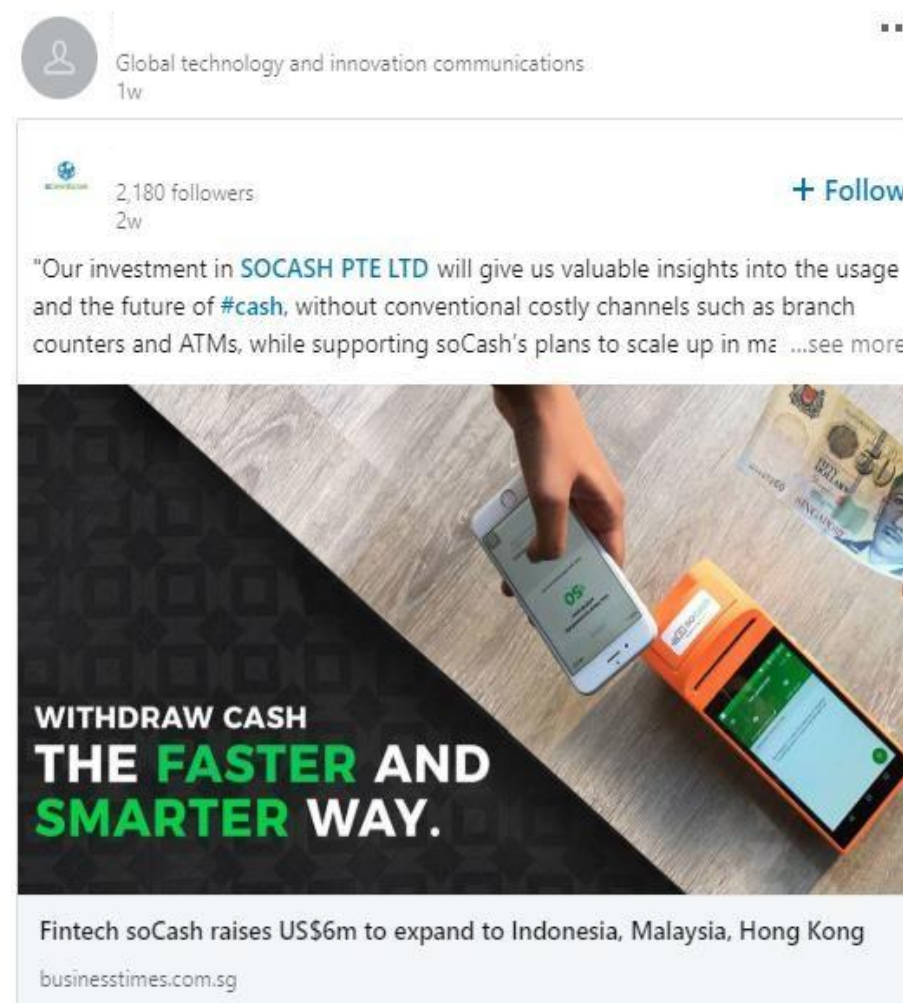
Be conversational, write how you speak, break it up with white space and emoji



## An example of what to avoid when posting

### Avoid sharing **without** commentary

- This is your chance to inform your audience why they should read the content
- Avoid using jargon or internal language'
- Avoid just adding a hashtag and nothing else

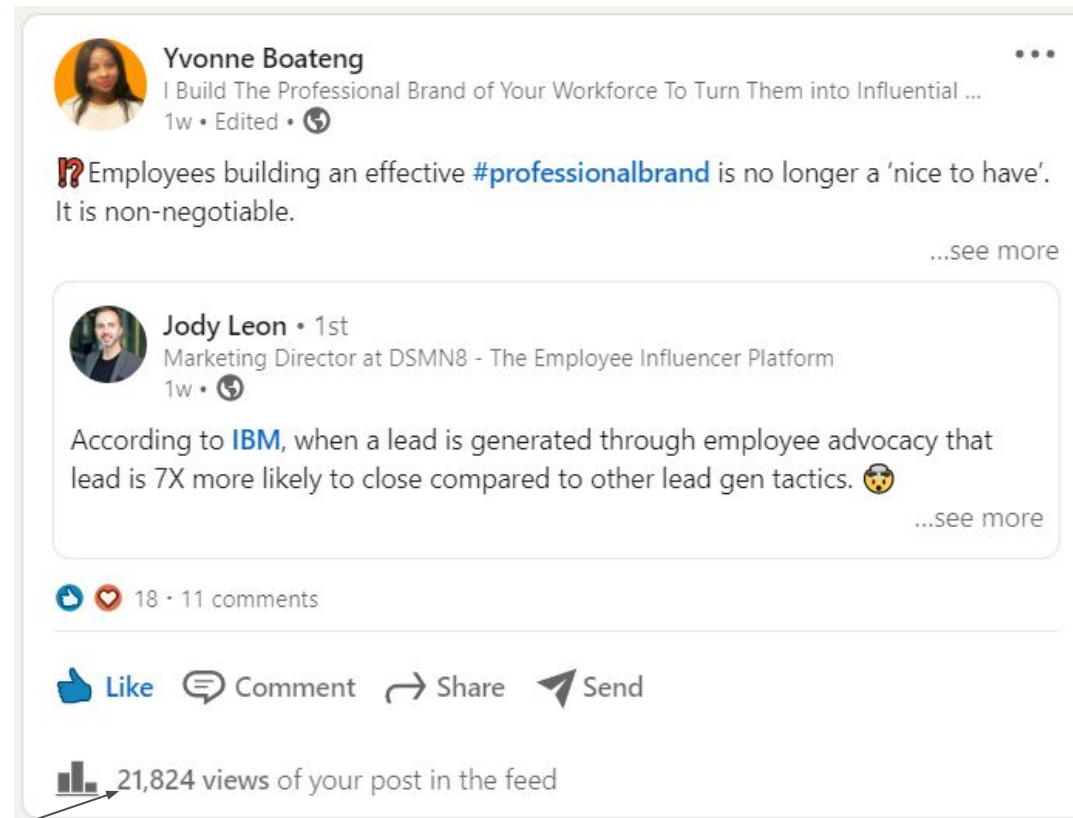


But do not re-share **too often**, the reach and engagement is never as good

## Example of a good re-share



Re-share posts from connections, 3<sup>rd</sup> party sites (*with commentary*)



Great view numbers but this is **not** important

# Example of video

video (and audio) is the fastest way to connect to an audience & build know, like, trust and convert attention to clients



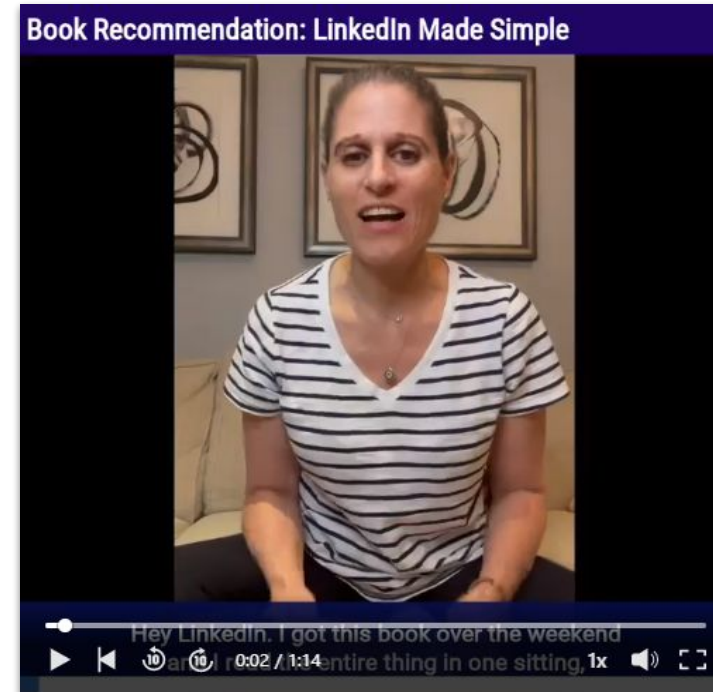
My **first** native video -  
**MUCH** improvement needed. I didn't overthink!

My **third** native video -  
More comfortable with the camera



# How to win at **VIDEO** with free tools

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## **BEST PRACTICE**

- ✓ FREE: Edit the fluff - record in one take and use imovie or filmora to edit
- ✓ FREE: Brighten your videos with phone camera + ring light
- ✓ FREE: Always use subtitles (& a header) Kapwing, Subly
- ✓ 2 MINS or less ideally. No more than 3

# How to structure a post

**Punchy opening**



Andrew MacAskill • Following

On a Mission To End Job Search Misery | Founder at Executive Career Jump | ...  
1d • 🌐

"Well we can't put salaries on job adverts as it would rock the boat internally."

Got it.

So you are screwing over your current employees as well as wasting the external applicants time.

Nice work champ.

#jobsearch #careercoach

👍 🌐 🗨️ 1,590 • 155 comments

👍 Like 🗨️ Comment ➦ Share ➦ Send

- White space
- Short sentences
- Hashtags



Patrik Nagypál • Following

Digital Growth at SHIELD - Organic LinkedIn Analytics 📈 📊  
2w • 🌐

LinkedIn is a huge distraction

It's wise to have a strong presence on LinkedIn

But if you post and take networking seriously

Posts, comments, messages, likes breaks the "flow"

And then Facebook, Instagram, Twitter, Slack..

Netflix, Whatsapp, Snapchat etc..

Getting into this state of mind is not easy

I usually try to block time for LinkedIn activities

It mostly doesn't work 😊

Is there a way to deal with it?

👍 🌐 ❤️ 29 • 31 comments

**Question to encourage engagement**

**scroll-stopping headline**



I quit my amazing job at LinkedIn. Scary felt exciting.

Yvonne Boateng on LinkedIn

In 2018 I quit my amazing job at LinkedIn. It was the best thing I ever did. In the almost 3...

👍 🌐 🗨️ 127 • 38 comments





**Sahar Farooqi** • 1st

Barrister & Partner at DAC Beachcroft  
2mo • Edited • 🌐

At 17 I was told I shouldn't apply to Oxbridge

🚫 I did anyway and got rejected.

At 20 I was told I couldn't get a 2:1 in my degree

✅ I attained a 2:1 anyway.

At 21 I was told I wouldn't get a [#pupillage](#)

✅ I applied for two years until I did.

At 25 I was told it's not possible to move practice areas

✅ I pushed until I found a way.

At 27 I was told I needed to invest in BD

✅ I poured myself into it and built a [#network](#).

At 28 I was told I needed to start a family

🚫 I said not yet, travelling and planning instead.

At 29 I was told it was too early for partnership

🚫 I pushed anyway and failed, I wasn't there.

At 32 I was told I was ready for partnership

✅ I was.

At 33 I am telling myself this:

🚫✅ Advice can be good, it can be bad but you know what?

👤 It's my [#life](#), my journey. I'll listen, then decide.

👉 How do you decide which advice to follow and which to ignore?

👍👎🔥 2,627 • 121 comments



**Katie Lipp** • 2nd

Employment + Business Lawyer at Lipp Law (DC, MD, VA...  
1w • 🌐

+ Follow • ••

### TOP 3 NETWORKING TIPS

1 You don't have to network with people to "get ahead."

Instead, network with your peers, or mentor someone who is just starting out.

2 Focus on virtual Zoom networking or coffees instead of lunches.

Virtual networking or shorter coffee meetups save you time, and you don't have to spend 3 hours at an awkward lunch.

3 Focus on what you can give, not what you can get.

When you are networking, you are trying to make goodwill deposits that you can withdraw from at a future point. If you are just trying to take from people, your networking efforts won't go very far.



ne  
Me

ht

#la

**Laura M. Gregory, Esq., CPCU** • 2nd

Insurance Coverage & Bad Faith Attorney | Elected Official | Bestselling ...  
3w • 🌐

Insurance 101: Time Limited Demands.

Time limited demands are demands directed to an insurer by either ...see more

### Please vote for my next Insurance 101 topic:

The author can see how you vote. [Learn more](#)

"Primary and Non-Contributory"	33%
Anti-Concurrent Causation	22%
Collateral Source Rule	24%
Inherent Diminished Value	21%

165 votes • Poll closed

👍👎 58 • 43 comments

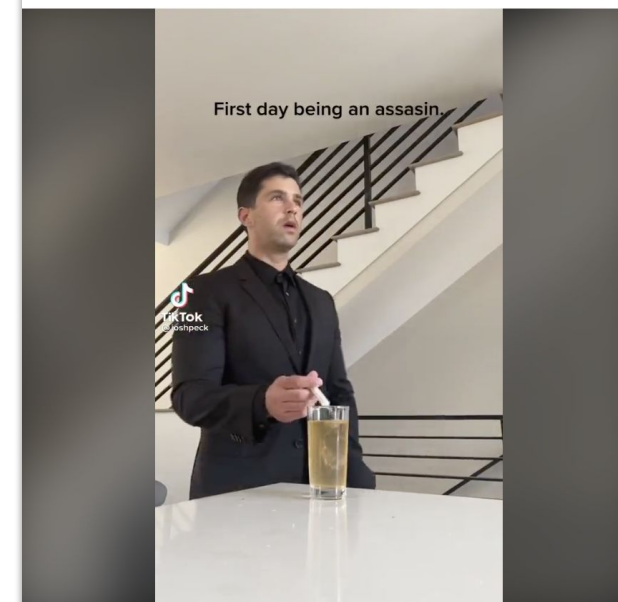


**Sahar Farooqi** • 1st

Barrister & Partner at DAC Beachcroft  
1w • 🌐

OK. This has felt like a long, sticky week and sometimes all you need is a meaningless laugh.

...see more



👍👎🔥 130 • 16 comments • 4,301 Views

📷 Add a photo

📹 Take a video

🎉 Celebrate an occasion

📄 Add a document

💼 Share that you're hiring

👤 Find an expert

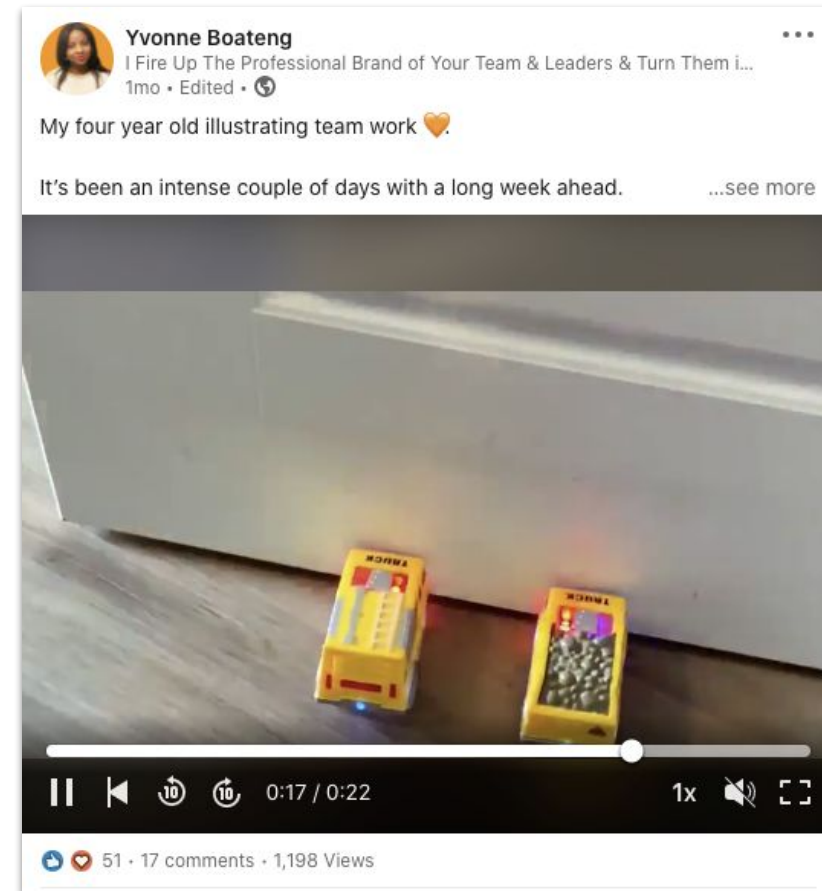
📊 Create a poll

Mix up formats

# Examples of turning something everyday into a short article / post



You can put or professional angle on the story / post









**Jay Harrington** • 2nd

I help lawyers become thought leaders and build profitabl...

2mo • 🌐

[+ Follow](#) ...

### Interesting hook

One of the biggest mistakes I made when I started practicing law was abandoning many of my hobbies.

I didn't make a conscious decision, nor did it happen all at once, but drip by drip I stopped spending time doing things I enjoyed outside of the office.

Looking back, this was due in part to the demands of the job. There wasn't much time to focus on anything else.

### Story

But I was also under the mistaken impression that I should be so "passionate" about my work as an adult that many of the "frivolous" interests of my youth were simply distractions standing in the way of achievement.

What I've learned in the years since, and several studies show, is that doing things you are passionate about outside of work—rather than in it—benefits both your career and your personal life.

Today, I'm okay with merely liking my work. It's often deeply satisfying, but I'm no longer beholden to the idea that "work" and "passion" must neatly overlap.

### Lesson

Here's what I wish I knew when I started my career:

Humans are creatures of habit and if your habit is work then it will become harder to break the habit as you progress in your career.

### Actionable takeaway

Find something outside of the office that you love and can't wait to get back to—which will lead you to become more efficient and effective with your time in the office.

   356 • 57 comments

### PRO TIP

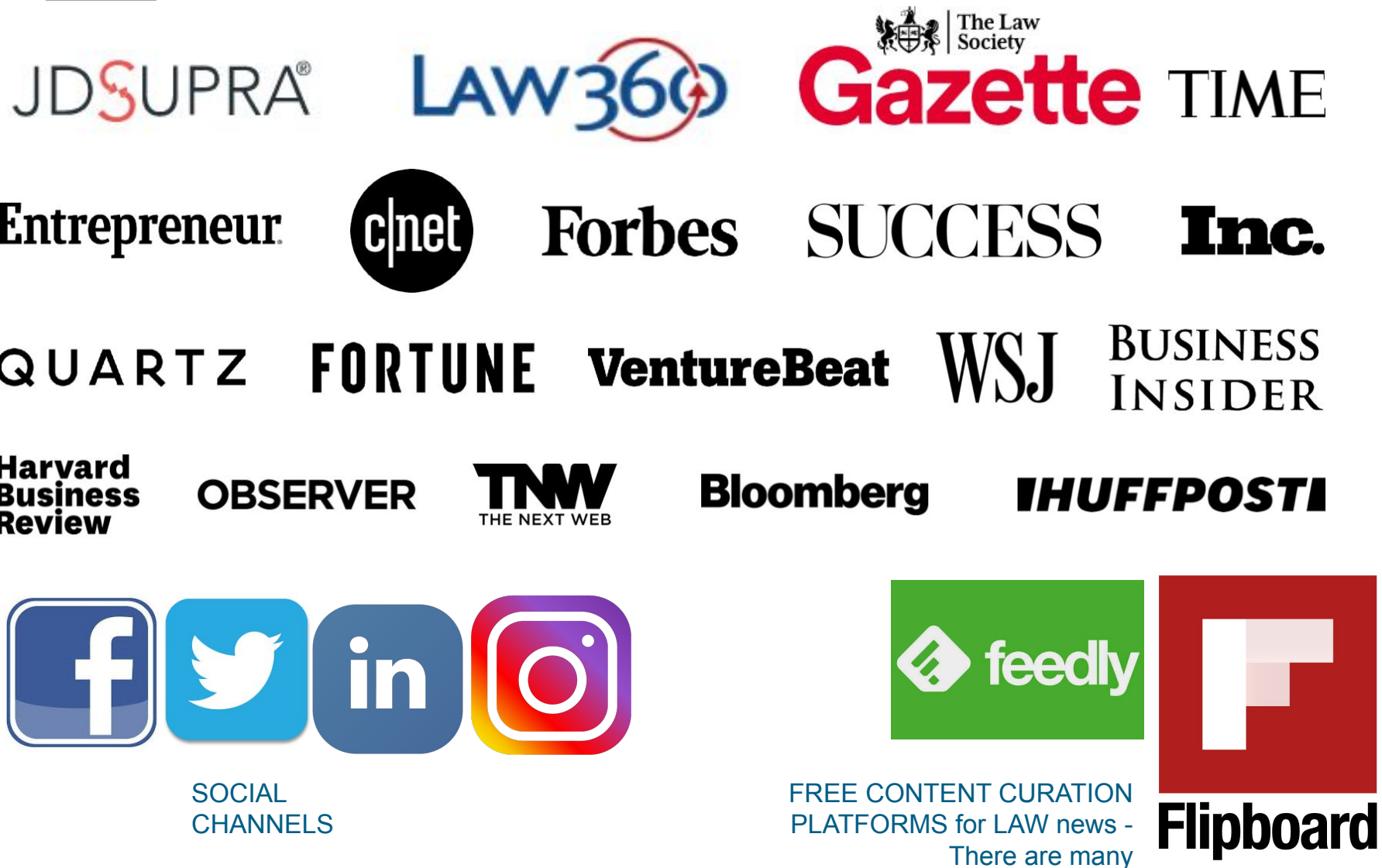
#### Content Framework

Hook → Story → Lesson → Takeaway



And content ideas can come from mainstream publications and familiar places

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# And ALWAYS use 3-5 hashtags for greater reach

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The diagram illustrates the correct and incorrect ways to use hashtags on LinkedIn. It features eight hashtag cards arranged in a 4x2 grid. The left column contains recommended hashtags with 3-5 words, and the right column contains non-recommended hashtags with more than 5 words. An orange arrow on the left points from the text 'Use these' to the recommended hashtags. An orange arrow on the right points from the text 'Not these' to the non-recommended hashtags.

Recommended (3-5 words)	Not Recommended (>5 words)
<b>#digitaltransformation</b> 403,227 followers Follow	<b>#digitaltransformationstrategy</b> 265 followers Follow
<b>#personalbranding</b> 10,521,233 followers Following	<b>#professionalbranding</b> 195 followers Following
<b>#linkedintraining</b> 3,802 followers Follow	<b>#linkedintrainer</b> 142 followers Follow
<b>#tax</b> 65,483 followers Follow	<b>#taxtips</b> 133 followers Follow

**Use these**

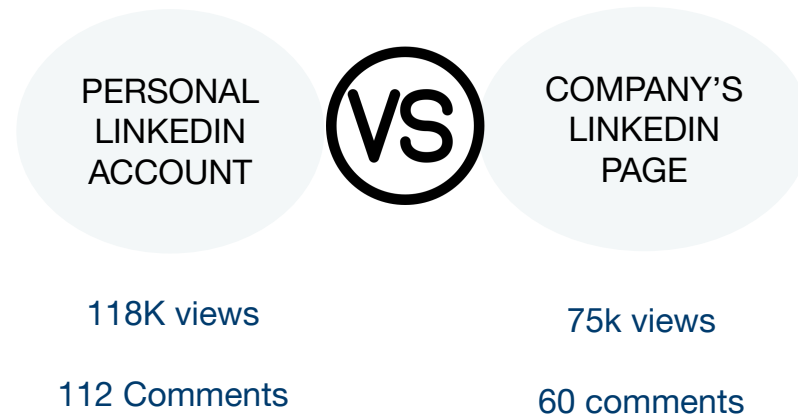
**Not these**

# The benefits are huge - a case study of one of my current clients

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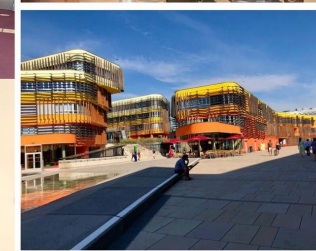
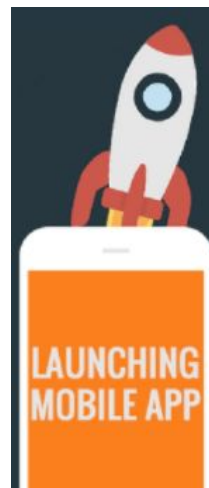
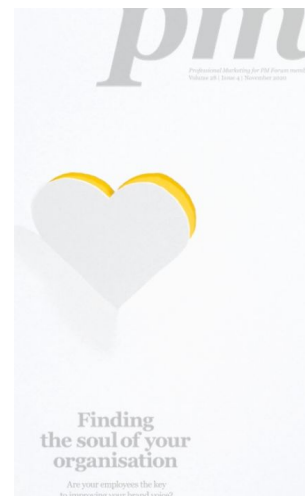
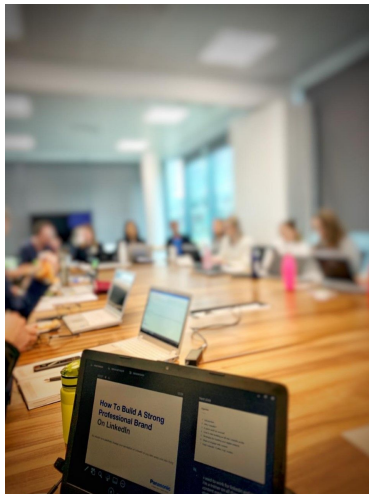
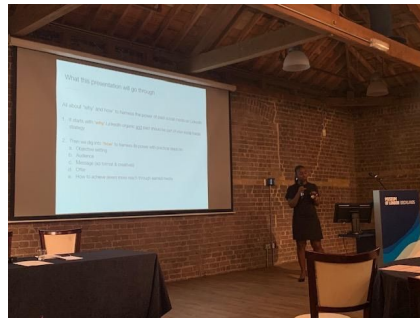
C-Level's personal LinkedIn profile was activated at a Bank I supported

CEO posted a video on LinkedIn. Brand posted same video on LinkedIn, here's what happened:



I started off as a newbie once, and even with an average profile, LinkedIn themselves reached out to me with a job offer

- **WHEN** I started posting about masterclasses (2018) I ran at LinkedIn, I was offered a contract at a global bank by a Director who attended and months later found me on LI
- **THEN** began being more intentional (Jan 2019) and **providing value** and these happened:



# LinkedIn Daily Habit: Champs Challenge

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So Take my 1 week **CHAMPS** challenge to increase your SSI score in less than 15 mins each day. It's all about consistency

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By building a habit doing the **6 daily things** on the next slide



**First track starting point**  
on Day 1 – Check SSI  
Score

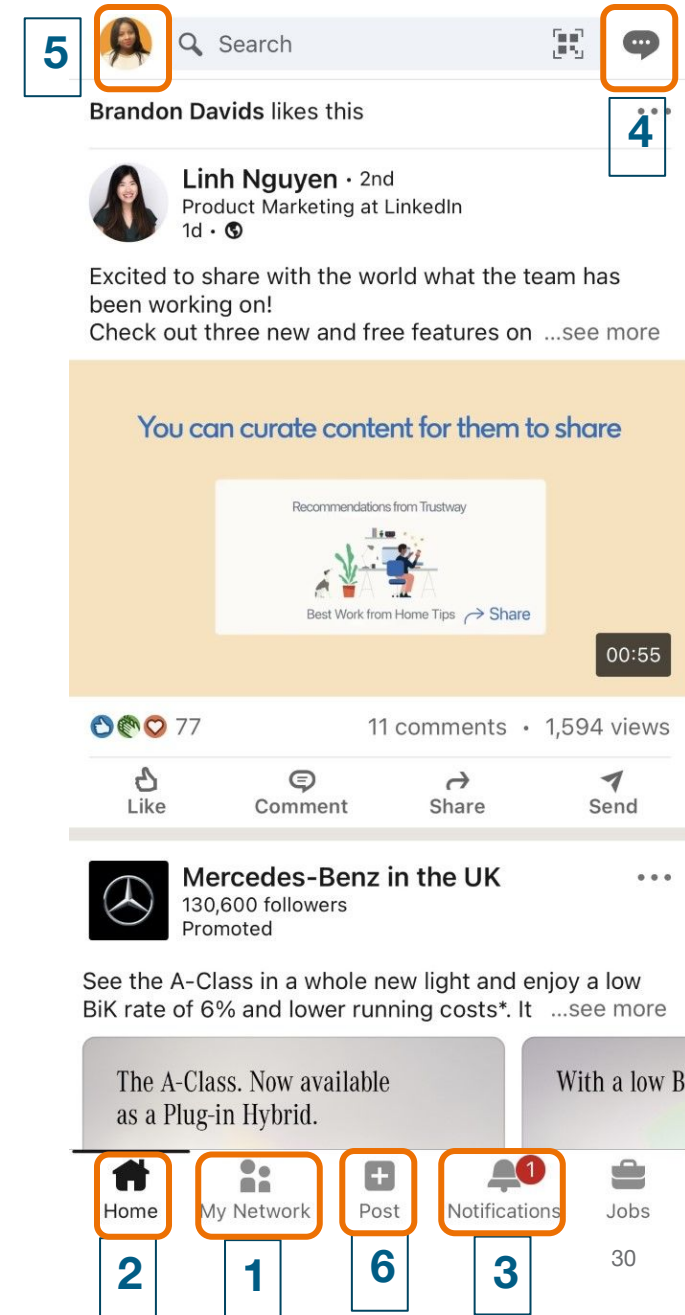


**Then Day 1 – 7...**  
do the 6 actions on the next  
slide

# My CHAMPS Challenge: 1 Week Activity Challenge

**15 mins for 7 days** - set your phone timer...

- 1. C**onnections (Send, Accept, Reject)
- 2. H**ome Newsfeed (Engage with 2-3 posts, work up to 5)
- 3. A**lerts (Engagement Opportunities)
- 4. M**essages (Check & Reply)
- 5. P**ersonal dashboard - who's viewed your profile
- 6. S**hare at least 1 post for the week with commentary



# Key Takeaways: What to do next - Start thinking through the below

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## Step 1:

### Define your brand: start with end in mind

- What is your practice niche that you want to be known and found for?
- Clarify who your “ideal client” is
- What are your values?

## Step 2:

### Bring your brand to life on LinkedIn

- Have a profile + background image
- Strong headline
- Tell your story in your about / summary

## Step 3:

### Engage and leverage your network

- Find, connect/follow your “ideal client” who fit
- Engage with and share valuable content
- Solicit Client Reviews
- Refresh your profiles and keep it up to date
- Be consistently when sharing helpful tips



Your professional  
branding is **the**  
**strategy to market**  
yourself and your  
firm's



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**LinkedIn Trainer**

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# Questions?

