



Intro to LinkedIn for lawyers: Your online presence.

By Pepe Toriello

RED DE FIRMAS



Social media: Double down on LinkedIn

Two years ago, I thought LinkedIn worked only for recruiters and it was a social network only to look for a job. I was very wrong.

Let me give you a few numbers to change your mind if you still think like I used to.

LinkedIn is the underdog of social media networks.



*Source: Get Proof: [The Case for B2B Marketing on LinkedIn](#)

Unlike other social networks, you are on the platform with the expectation that someone will connect with you for business.

No #foodporn pictures or selfies. It's all about business.

Another significant benefit is that it is easier to connect directly with people in your industry using LinkedIn.

If you receive an invitation request from somebody you do not know; it does not look weird.

You will probably accept it in case this person works in your industry or their profile information looks interesting enough.

This situation does not happen on other social media platforms such as Facebook.

When you know your market and publish content that gives your readers a real added value, they will engage with you.

Let me show you how you can increase your personal brand awareness on LinkedIn.

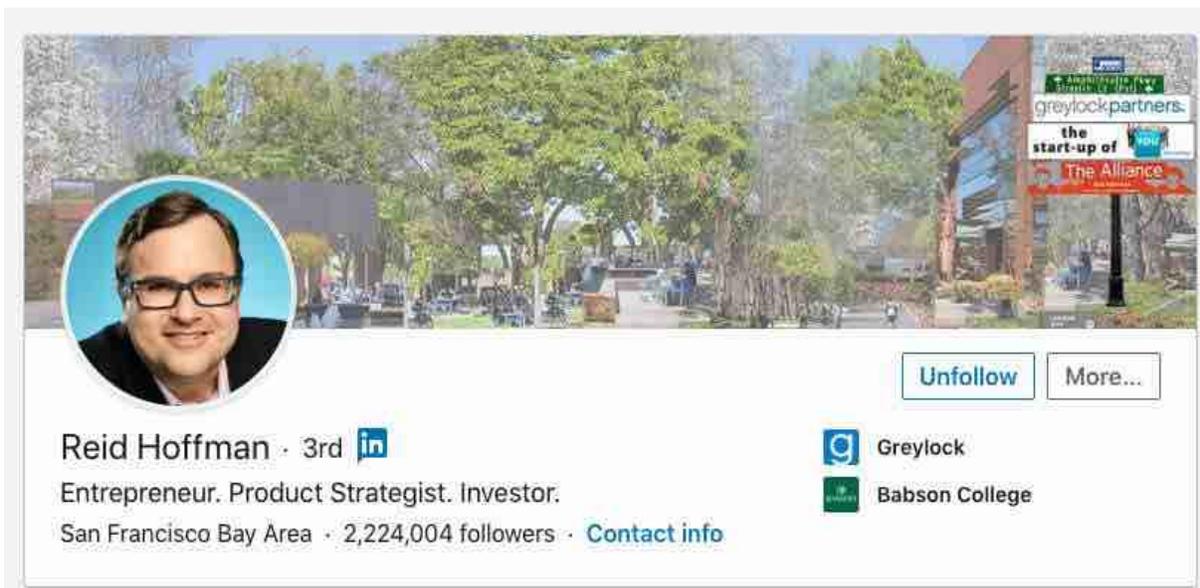


A. Convert your LinkedIn profile into a sales pitch

It is straightforward. If your objective in LinkedIn is to get in contact with prospects, then you need to give them clear information about how you can be helpful for their business.

It is your elevator pitch and works like if you meet your prospects in person.

It would be best if you convinced telling how you can help them. There are a few things you have to take into consideration:



This guy is [Reid Hoffman](#) (co-founder of LinkedIn). I wanted to share his background picture as a good example of how you can use this space correctly.

Have a good profile picture

Just have a good photo with good light.

Everybody wants to see a face and not having a picture on your profile looks suspicious, right?

It looks like an old profile that no one has used in years.

It would be best if you had a good picture.

Background image

This space can be used to show people what do you do in a very visual way.

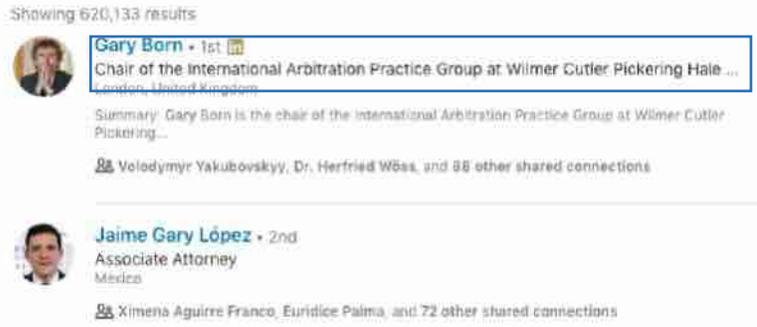
You can also use it to promote a product or service you recently released.

Headline

Your elevator pitch.

Remember [Google's 7-seconds rule](#). You have 7-seconds to catch the attention of people looking at your website. Otherwise, they will close it or go somewhere else.

You need to take advantage of every opportunity to get the attention of any prospect and explain who you are as easy as you can.



When you run a search on LinkedIn, the only information you can read from the results are name, headline, a summary, and shared connections.

The headline is the only one you can edit.

Extract

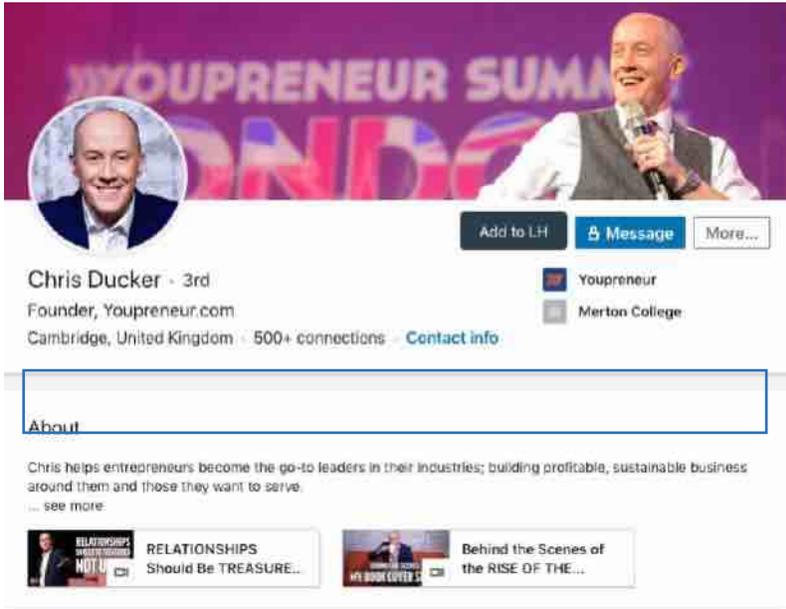
This place is where you can start being more creative in your profile written information.

Just take what you published on your headline and explain who you are.

Please give more details on how you can help people solve their problems.

You can also use this space to talk about who are your current customers.

It is not the same to say that you are a great experience lawyer representing companies in the energy industry than saying that your client is Iberdrola.



Now, pay close attention to the first two lines in your extract because those are the ones that will show for default when you look at anybody's profile.

You have to be very clear and go straight to the point because not everyone will click on "... see more" to know what else you got.

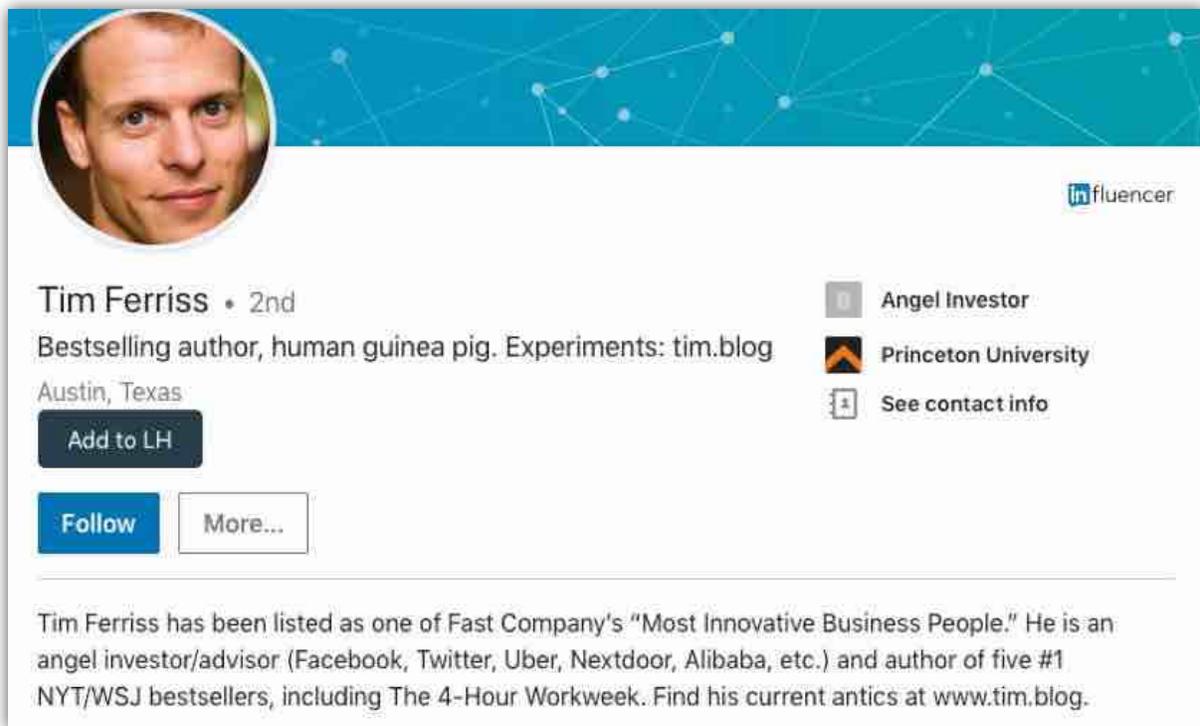
Remember the 7-seconds rule. You need to get people's attention as fast as possible.

Call-to-Action

Another tip for having a fully fleshed profile is to include a link to a website that you wish your prospects go once they read your information.

For example, if you have a blog where you publish information about your services, then you would like to include it either on your headline or in your extract.

Try it in both places and see where it has the most engagement with your readers.



Tim Ferriss includes a URL of his blog (tim.blog) in his headline.

Multimedia content

Lastly, there's something left to do. You need to have a one-pager PDF or a 1-minute video with more detail about your services.

If your profile information is interesting enough and you already got the attention of a prospect, the next step will be to have more information about your services.

Place take advantage of this and make it easy for interested prospects to get more information about you and your business.

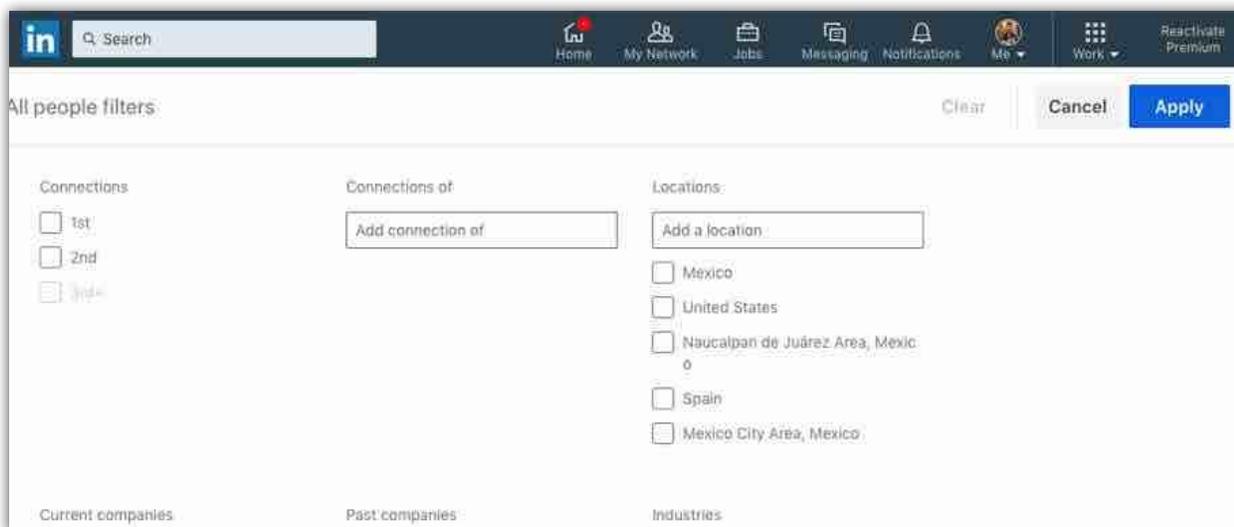
B. LinkedIn's searching tools to look for prospects

During the past few years, people are taking their LinkedIn profile much more seriously.

Almost everyone has, at least, information about where they work, their title in the company, and location.

If you have a good understanding of who your target market is, LinkedIn makes it very easy to find the correct person.

Let me show you how:



1 You need to know the name of the company, location, and the name of the title of the decision-maker you need to contact to get hired.

For example, if you work in the energy law department of your firm, you would like to look for the CEO or General Counsel of renewable power companies.

2 Hover your mouse over the search box and click on the amplifier glass icon so you can go to the search filters.

3 Type in the filters the name of the company, the location, and the title name (i.e., CEO, General Counsel, Head of Legal).

4 Click on the Apply button, and you'll have your new prospect list ready.

Keep in mind that this strategy can also be used to get in touch with any other kind of people and not just for prospects.

Think about contacting a person you will like to invite as a speaker in a conference your organizing or a marketing professional you would like to hire for a project.

LinkedIn makes contacting people very easy, but you need to have a strategy to get in touch with them appropriately.

C. Communicate correctly with your new contacts

When I started searching for leads on LinkedIn, I made the grave mistake of sending a template message and copy-paste it to at least 25 people a day. That was my strategy.

From those 25 persons, maybe one would answer, and then, 1 of every 5 of those people would give me an appointment.

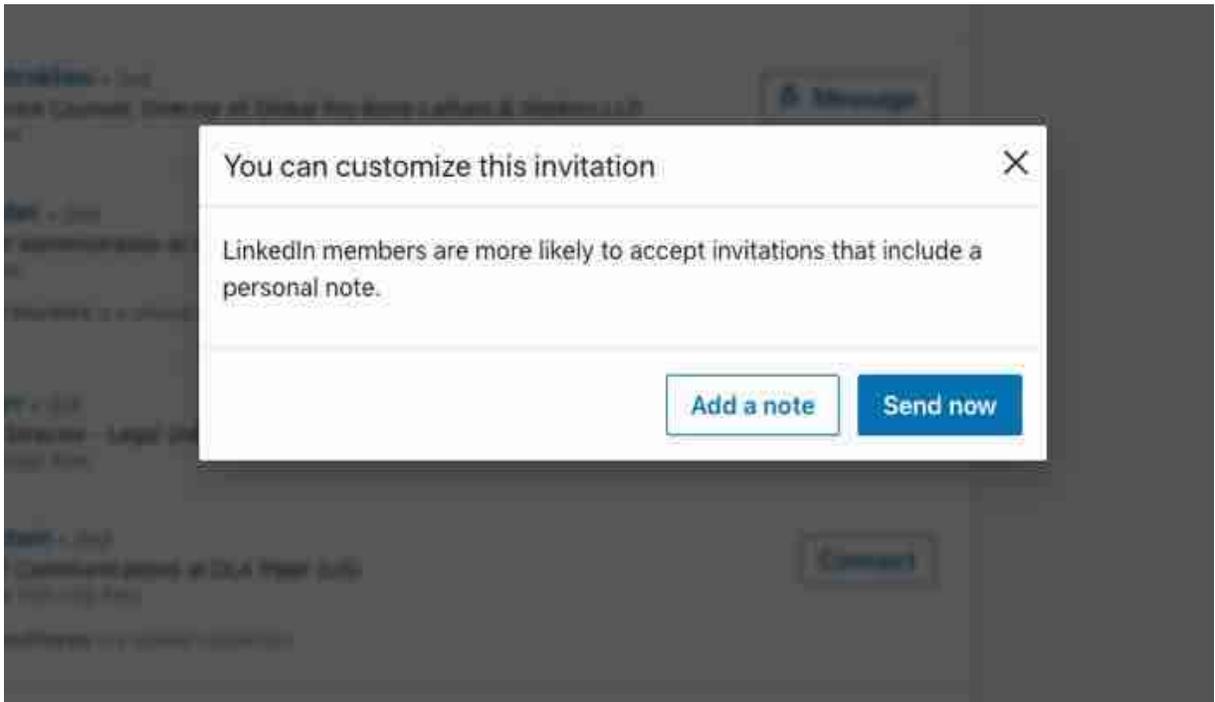
I am pretty sure that 99% of all the people I texted thought that my messages were annoying.

So if anyone of these persons is reading this guide, my apologies.

Yes, sales are a number strategy, and the more people you contact, the more likely you are to close a deal.

However, you have to approach people in social media as if you were doing it personally.

You cannot just approach some stranger and ask them for an appointment. It's weird. If you want to take advantage of LinkedIn, you must first win their trust, and the best way to earn it is to be helpful.



Share valuable information

Let me explain myself. We have a significant advantage as lawyers, and that is that people hire us to solve their problems.

Think about the last legal opinion you wrote or the recent conference you had with a client to answer some legal issues.

Keep in mind that, if a company asked for your help regarding a legal problem, it is very likely that more companies have the same question.

Concentrate on your area of expertise and think of something that can help them to solve or avoid a legal problem in their company.

Write it in the form of a recommendation with a couple of real examples and publish it in your blog.

That information has a value.

The money saved from a fine or the time it would have been necessary to invest in investigating a solution.

The next time you want to contact a manager of a company, do not tell him what you do or how high are your firm's offices.

Better to do some prior research for some exciting pieces of information about them to start a conversation.

We will talk about how to create valuable information in the next chapter.



Once you have found a prospect's profile, you will see a Connect button. Click on it.

A pop-up window will show asking you if you want to send a note.

This note will be your first message you can send to a prospect to connect with them. You have 300 characters to convince them.

You can use this opportunity to send them a link to your blog post.

Try being more personal, and call them by their name and saying that you hope it will be useful.

If they accept your invitation, then they will become your contacts, and you can send them longer messages.

However, do not rush and ask for an appointment yet. You still have to gain your audience's trust.

Next step, you need to have a blog running.



About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

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About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

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