

Mixing Business With Personal – Legal Marketers, it's OK to “Cross-Brand”

February 16th, 2010 by Kara

I have been a verbal proponent of legal marketers cross branding your personal and business profiles on Facebook for more than a year.

Over the last two weeks, both my God-mother, Mildred Ricks, and her son, Franklin Delanore Kinder, passed away.

I know that many in the legal field are leery about sharing their personal lives via social media; and in the midst of being profoundly saddened by their passing, I wondered if including who Millie was for me would be appropriate here on this blog. I also now that you have a vibrant, busy life and are surrounded by many people you love dearly, without whom doing your chosen profession may not have been possible.

So, I'm choosing on the side of generosity. It would be incredibly selfish and impersonal for me not share one of the most important people in my life with you.

“Millie” was hired by my mother to take care of me when I came home from nursery school, more than 40-years ago. She fast became best friends with my mom, and second mother to me, and over the years our families spend numerous dinners and vacations together. I can honestly say, I didn't have a more diligent, loving supporter of my dreams and aspirations. I'll already tearfully miss our late-night pep-talks...



Millie Ricks

Without Millie's never ending compassion, strength and support, it's very unlikely that I would have finished college, let alone have an advanced degree and my own business in New York City. Her generosity seemed endless, as my family's experience of her was duplicated countless

times with the multitude of children she cared for over the years. Her care-taking even extends to the off-spring of the kids she originally cared for and some of their children, so she deeply impacts more than 4-generations of a wide-spread extended family.

Randy, Ummuna, Azeb, Almaz and Randy III — much love to you.

My advise to legal marketers...

Never cease doing what you love to do and sharing yourself generously. If you continue to follow your passion and stay aware of who you're talking to, you'll find the right words to say — not to worry.

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[Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.](#)

[You can reach her at 917-856-5410](#)