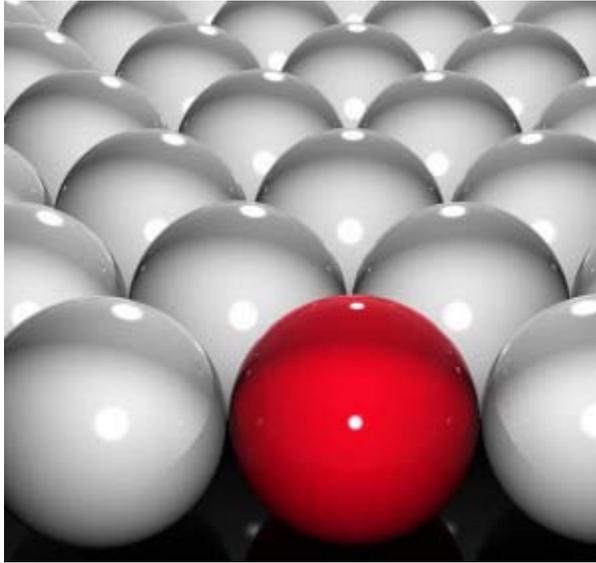


Develop a DYNAMITE Personal Branding Message

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • September 23, 2010 • [Printer-friendly](#)

Your Brand Should Have a Distinct Message



Are you ready to create an identity for your successful legal career?

Start off by developing a dynamite personal branding message.

A brand, as most of us know, is basically everything that comes to mind when people see or hear a company or firm name. And, the best brands have a **DISTINCT MESSAGE**.

When developing your own branding message, take a good look at your value proposition and at your firm as a whole. Try to **identify what's really in a name - your name**. What makes your firm unique? And how can you make that uniqueness work for your marketing efforts?

Next, **visualize what you want people to think when they hear or read your firm's name?** What service can you best provide people?

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Finally, write down **a list of words that you want people to use when referring to you**. Ask your close friends for help. Ask them what words they would use to describe you. Ask them what are the most important skills and attributes you bring to the table.

Take all of this information, combine it with your passions, and begin building your brand perception - or personal branding message. Remember, **your message will always be an offshoot of your firm's mission**.

Crafting your own brand is not easy. But, it's a critical first step in any successful **legal marketing** campaign. And, as you work hard to package your brand, remember that judgements and impressions are almost always based on **VISUALS**.

Help your brand stand out with style!

Look polished and professional - always.

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