



A Photo is Worth a Thousand Words

A professional bio and headshot are often the first impression a client or employer will have of you. When you do not have a photo available where people expect it, for example, in any attorney directory, people will make assumptions about you. When I peruse the directory and I see no photo or a photo that looks like it was taken on a cruise to Mexico with only the head showing, the body and palm trees cropped out, my first assumption is that either (a) you are a new attorney; (b) someone who is not interested in referral business; (c) you've decided not to make time to have a professional photo taken; or (d) you don't have the budget for a headshot.

I always look forward to reading law journals when awards are given out to attorneys for being the best in their area of practice. I enjoy seeing my clients' success. In looking over the winners, many times I will see a bell or shadow of a person rather than a photo, and I think to myself, "What a wasted opportunity to influence potential clients."

In a discussion with Julie Baker, owner of www.JulieBakerPhoto.com, regarding the importance of attorneys having professional headshots, her initial comment to me was, "My gosh, when I looked through the online attorneys directory last year for Lawyers Club of San Diego, I thought, 'they need headshots, headshots, headshots.'"

People want to do business with someone they can visualize. Using shadows and bells and the scales of justice as your avatar is a waste of opportunity. As professionals, every single attorney needs a professional photo ready (as well as a bio). In my experience, one is given very little time to put together a bio and photo when a request is made. As a goal in 2010, I challenge every attorney who wants to be successful to be ready with a professional headshot and bio. You never know when the San Diego Daily Transcript is going to call announcing you to be "Lawyer of the Year."

ROSALIE A. KRAMM, CRR *PRESIDENT
CSR #5469
[MAILTO:ROSALIE@KRAMM.COM](mailto:ROSALIE@KRAMM.COM)
2224 THIRD AVENUE, SAN DIEGO, CA 92101
T.800-939-0080
F.619-239-0206
WWW.KRAMM.COM
[HTTP://WWW.DISCOVERYCONFERENCECENTRE.COM](http://WWW.DISCOVERYCONFERENCECENTRE.COM)