



Maximize Your Visibility

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8 Simple Ways to Raise Your Profile in 2010



Visibility, or lack thereof, is a common problem for lawyers who work in mid-to-large sized law firms.

Attorneys have a tendency to believe that colleagues will be eager to cross-sell their services.

They're wrong.

Colleagues cross-sell less often than you might think.

Why?

Fear of competition, lack of knowledge of your capabilities, or lack of incentives.

Whatever it is that is preventing other lawyers from touting your services - now is the time to **take a good look at yourself and your visibility** within the firm.

Before people will refer work to you, they need to be **clear about what you do**.

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Sara Holtz, author of *Bringin' in the Rain*, offers very sage advice on how to **maximize your visibility**.

Holtz writes that lawyers need to embark on an **internal PR campaign** by following these simple 8 steps:

1. Be clear about your objectives.

Ask yourself why you want to increase visibility. Do you want to be included in the next marketing pitch? Do you want more referrals?

2. Be clear about what you want to be known for.

Try to develop a clear message highlighting the reputation you want to have with your colleagues.

3. Focus on a specific audience.

Who will you target with your message? The partners in your firm?

Once you answered that question, summarize your internal PR strategy into one sentence.

For example: *I want to educate the partners in my practice group about my recent success negotiating a complicated lease for a biotech company so they will refer their technology clients with real estate needs to me.*

4. Identify a few people who you want to target and begin cultivating relationships with them.

Begin by asking questions about them, their practice, and their targets. In turn, they will ask questions about you.

Take the opportunity to share the type of matters you'd like to handle and emphasize why you're a safe choice for a referral.

5. Share what you've learned.

Don't be shy about sharing what you've learned in a recent success case with others who might be interested. Send out an email alerting your colleagues to circumstances that may raise issues for their own clients. Suggest how the risk can be managed.

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6. Offer to speak at other practice groups' meetings.

Make sure your presentation focuses on issues that are useful to them - something they can pass along to their clients.

7. Get the word out.

Educate other lawyers about your victories by taking advantage of in-house newsletters or the firm's marketing department.

8. Offer to present at all-firm or all-practice group events.

Again, make sure your comments are relevant to the participants, and focus on something for which you want to be known.

Raising your profile won't happen overnight. It takes time and diligence. But once word of your talent spreads across the firm - watch out!

Your book of business may burst at the seams!

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