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# What Does Your Email Signature Say About Your Law Firm?

July 14, 2011 By [laceystenson](#) [4 Comments](#)

Ever wonder if any of your clients *really* scan your email signature and if it *really* matters what format you use?

**They do and it does! In fact, if done well, it can lead to more revenue.**

By implementing these short tips, you will easily exceed client expectations and in exchange, see an increase in repeat clients, online positive reviews, and client referrals. The little things matter. Never forget that. When you care about your clients and their experience even in the smallest of details, you will see an increase in revenue amongst other positive results.

If nothing else remember email signatures should be **short, concise, and clear.** Nothing too busy. Don't get caught up in the "details" of details– make it tasteful without making it look like a rainbow!

## THE DO'S:

### Font Size

- The standard size remains at 12, but you'll start to notice more companies increasing to 14.

### The Basics (Be consistent with font size and style; drop the cursive!)

- Your Name (If you are an attorney, you know the drill – Legal Name & Middle Initial)
- Company and Position
- Address – [hyperlink this to google maps](#) so your clients only need to click for directions!

- Your phone number
- Your Email Address
- Website – direct them to your staff page if you have one, otherwise the co. homepage

## Awards and Recognition

This is a great way to quietly brag about your firm! I suggest using a small badge logo, but only if it is in the past 3-5 years and remains relevant. Be sure to compress the image, to limit the size of your original email. Something like the below would work: (sample taken from google.com/images)



## Get Connected: Social Media

This is a must. I suggest using a [small logo](#) and/or hyperlink with text – as this will minimize the attachment size and email file size of the original email. No need to overdo it here with the social media links: stick to the basics. Use your website and your blog to offer the complete variety of subscription links.

If nothing else use this: [Find Us On Yelp!](#)

## Confidentiality Clause

Ensure that you are following your state and local rules specific to the standards for using a confidentiality clauses attached to attorney client emails.

## Consistency

Implement the use of your NEW and EFFECTIVE email signature firm wide. This will guarantee that clients receive the same extended service regardless of who they are connected with at the firm. Showcase that you are one team with the same vision: exceeding client expectations.

### THE DON'TS:

- Shy away from using entire images as your signature. This only increases the email's file size (which will likely ensure it is blocked!). In addition, your client can't copy and paste information easily. (Hurting your client services).
- Don't use an email watermark or background photo. Keep it professional by keeping it original.
- No one uses Vcard contact cards – and if they do, they'll simply ask you for it – so no need to include it

Here's the simplicity behind it: think about what your clients *need to know* about your firm. Use your email signature to highlight and sell the DNA of your firm. Small things matter to clients. Appear approachable to clients from the 1st email sent!

For an example of *our* email signature, email us at [ContactUs@rethinklawfirmconsulting.com](mailto:ContactUs@rethinklawfirmconsulting.com) and just say hi! We'll be glad to forward our simple masterpiece along, no strings attached.

(photo courtesy: [firstnovelsclub.com](#))

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## Comments

1.  [William Monk](#) says:  
[July 15, 2011 at 7:58 am](#)

I agree with most of the tips. On a minor point, while many people may not make use of Vcards, I would rather err on including it. I know that I appreciate finding it with other attorneys' signatures.

[Reply](#)

- o  [laceystenson](#) says:  
[July 15, 2011 at 10:03 am](#)

William, Thank you for taking the time to comment on this blog. We appreciate the feedback and love engaging in similar discussions. V Cards can indeed be a handy resource – especially if you and/or your firm utilizes a database by which to store V Cards and then capitalize on that data there after. (i.e. marketing campaigns, co newsletters, holiday cards, etc.) We generally discourage the use of them, as often our clients find they can prove to be a problem when sending emails. With that said, we do recommend that our clients create one and send when it is asked for. Thank you for the insight, it's good to hear that you are not only still using the VCard but find it to be successful.

[Reply](#)

2.  [michael webster](#) says:  
[July 15, 2011 at 8:52 am](#)

Lacey writes: “No one uses Vcard contact cards – and if they do, they’ll simply ask you for it – so no need to include it”

I disagree with this observation. Briefly, I think that too much space is wasted with a large email sig file and there is no corresponding call to action.

I wrote out the reasons more fully here: <http://www.franchise-info.ca/monetizing/2011/05/why-seth-godin-answers-my-emai.html>

[Reply](#)

- o  [laceystenson](#) says:  
[July 15, 2011 at 10:07 am](#)

Michael,

Thanks for the comment! Looks like you agree with William 😊 We appreciate your comment and the insight you offered regarding email signatures. You are correct, there is a balance when creating your email signature ensuring an ROI does not fall below the time you spent creating it! Email signatures don't need to be elaborate, nor do they need to be lengthy. More importantly,

depending on the type of law you practice – they may or may not need to have the bells & whistles available. Appreciated your article, looking forward to connecting again. Thank you for the comment, again, appreciate your insight.

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