

5 Personal Marketing Tune-Up Tips

For many of us, self-promotion is uncomfortable, but if you want to grow and sustain your business, personal marketing is a must. Take advantage of the dog days of summer to jumpstart your efforts – and keep them going through the rest of the year and beyond.

Here are five ideas for reinvigorating your personal marketing momentum:



- **Update your story.** When was the last time you revised your website bio or your [LinkedIn](#) profile? Many notable accomplishments and affiliations may have popped up since you first wrote them, and now is your opportunity to add new publications, speaking engagement, skills and practice areas, honors and awards, and groups and organizations. Don't forget to update your photo, too!
- **Inventory your online presence.** You may only maintain a website bio and LinkedIn profile, but you undoubtedly live elsewhere on the web, whether you know it or not. Catalog all of your online profiles (you don't necessarily have to spend any money) including [Avvo.com](#), [Lawyers.com](#) and [Martindale.com](#), [Findlaw.com](#), [Justia.com](#), Google Places and search engines listings, as well as your undergraduate, law school, and state bar association bios. Ensuring that your information is current and consistent not only makes it easier for strategic contacts and prospective clients to find you, it can also improve your search result rankings.
- **Calendar your writing and speaking opportunities.** One way to keep your personal marketing efforts on track is to create an editorial calendar that puts your blog posts, articles and white papers, newsletters, webinars, and presentations on a manageable schedule. Don't stop at December – plan your activity into next year as well by adding to your pipeline.
- **Utilize social media tools to promote your personal brand.** It's not enough to know a lot of people; you have to stay visible, relevant, and influential among your business circles to stay top-of-mind. Most social networks have sharing functionality that allows you to post a status update that is then communicated to your connections. While nobody really cares what you had for breakfast or your thoughts about the weather, sharing a link to an article, post, or website related to your business alerts people to what you find interesting and why it may be important to them as well. Other tools such as [Buffer](#) and [Hootsuite](#) let you schedule delivery of updates over various times throughout the week, terrific options if you tend to do your web reading on Sunday nights at 10:00pm.

- **Breathe new life into older presentations and publications.** Remember that article you wrote a few years ago? How about that speech you gave a couple of years back? Take them off the digital shelf, wipe off the dust and cobwebs, and bring them up to speed. Chances are that the law or other basis for your original work product has changed, but rather than compose new content from scratch, refresh the information, rework the outline, revise the title, and recycle. You'll then have a new white paper, blog post, PowerPoint deck, or other material to promote your knowledge and expertise.

Personal marketing is about putting your best face forward and demonstrating why you are the go-to resource in your area. So go ahead and give these tips a try!



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