



My Qualities Exercise

To be clear, your **personal brand** is all about you, your qualities, values and skills. Yet, many lawyers shy away from describing their qualities and their positive attributes. This can also mean they are tongue tied when introducing themselves in any situation about what they can 'bring to the party'.

This exercise is to help you document what personal qualities you think or know that you have. List your top 6 qualities in the table below.

1	
2	
3	
4	
5	
6	

In my book **Business Skills? Don't be daft I am a lawyer!** Section 3 Chapter 3.3. <https://www.yorkshirecoursesforlawyers.co.uk/business-skills-book-order/> I asked my inspirational legal business owners for their top *three* qualities. The most popular were:

1. Optimism
2. Enthusiasm
3. Passion
4. Tenacity/stubbornness
5. Approachability
6. Problem solving

Once you have a clear idea of your qualities (and skills), you can start to craft your USP (Unique Selling Point) to highlight the relevant qualities for your service to stand out from the crowd and be memorable for the right reason.



Other relevant support I can provide for you:

- Specific questions on personal brand challenges are addressed in these blogs as follows:
 - <http://www.yorkshirecoursesforlawyers.co.uk/a-simple-technique-for-building-your-personal-reputation-capital/>
 - How you answer these questions may provide further insight into your USP and personal brand: <http://www.yorkshirecoursesforlawyers.co.uk/how-to-gain-credibility-in-your-60-second-introduction-at-networking-events/>
 - When you have updated your personal brand information and how to update your Linked In profile. <http://www.yorkshirecoursesforlawyers.co.uk/wenceslas-time-you-reviewed-your-linkedin/>
 - For when you want to start your own business: <https://www.yorkshirecoursesforlawyers.co.uk/is-it-time-you-started-your-own-law-firm/>
- To provide you with inspiration my book **Business Skills? Don't be daft I am a lawyer! Section 3 Chapter 3 How does your personal brand help you in your marketplace** documents the journeys of 29 legal business owners. <https://www.yorkshirecoursesforlawyers.co.uk/business-skills-book-order/>
- Now you have set out your qualities go to my **Testimonial exercise** [link] which will *review these through your client's eyes*, so you know which to focus on.
- My page on psychometric testing using MiRo provides you with independent information and insights on your strengths which will support you in identifying your USP and/or personal brand <https://www.yorkshirecoursesforlawyers.co.uk/miro/>
- My business coaching and mentoring programme provide you with an industry expert who will help you to fast track your personal brand and assist you translating this into your business or service <https://www.yorkshirecoursesforlawyers.co.uk/business-coaching-and-mentoring-programmes/>

Contact me on 07921540039 for a no obligation chat about your needs.

Ann Page, Business Author, Trainer and Coach for the legal profession.

Ann Page, a Top 100 lawyer of the year (2003) has had a successful in-house 28-year career, working mainly in the financial sector. She switched from being a business lawyer in industry to a non-practising solicitor who teaches and coaches on business subjects in 2003. Since then, Ann has trained nearly 7000 lawyers on business skills including leadership, management and interpersonal skills.

Ann has always been active in various professional committees and currently she is Treasurer of the Yorkshire Sole Practitioner's Group, a member of the Professional Speaking Association, Professional Speaking Academy and Leeds Law Society.