



**Harrogate & District Law Society and
Yorkshire Courses for Lawyers present**

What is a personal 'Brand' as a lawyer and why is it important?

14th May 12.30 p.m. to 2.00pm via Zoom



Many lawyers really struggle with selling themselves properly. The most articulate orators and the most convincing negotiators can easily fall flat when faced with the challenge of describing their unique qualities and positive attributes.

In order to serve more clients, lawyers need to raise their profile in two areas. Internally, particularly where you work for a medium to large firm, with your colleagues. Externally in your professional circle and marketplace in which you deliver your legal services.

To be clear, your **personal brand** is all about you not about the services or the firm.

It is said '*people buy from people that they trust*' so having a clear idea of your own brand and how it is perceived is fundamental to standing out in this crowded marketplace. (as at February 2021, there are just under 190,000 legal professionals on the Law Society Database alone). **Therefore, developing and honing your personal brand is crucial to your success in law.**



Outline of Session

1. Interactive workshop covering the **three** main areas required to build your Personal Brand including creating your USP (unique selling point)
2. Discussion of this and any other concerns or challenges on this or any other topic
3. General networking

Prior to this session, it would be helpful but not essential to read my blog

<https://www.yorkshirecoursesforlawyers.co.uk/what-is-your-personal-brand-as-a-lawyer-and-why-is-it-important/>

and complete these exercises in the Personal Brand Section of my free standalone toolkit: <https://www.yorkshirecoursesforlawyers.co.uk/free-toolkit/>

This is what other young lawyers found in doing these exercises and attending my workshop on Personal Branding:

*I found these exercises to be extremely helpful, not only for recognising my achievements, but also realising how to properly utilise the feedback I receive to constantly be improving my leadership capabilities and personal brand. I've found this not only improves my confidence, but it also allows me to recognise my key strengths for future application." **Keira Golds Second Year Student at Manchester Law School***

*"By reflecting upon the way others perceive me, namely clients, I felt reassured and confident that my hard work is noticed. I find that a commercial law environment is not highly emotive and compliments are not easily given by clients who want the job done quickly. However, when Ann taught me to dig deeper into how clients talk to me, this revealed a lot. I realised that they often thanked me for my speedy and efficient responses. These things can be easy to overlook in a fast-paced and high-pressured environment so exercises are so important at the start of your career. Overall, this exercise was a great confidence boost and gave me extra drive to continue to succeed in an area I am so passionate about." **Charlotte Oxley Legal Assistant Kaiser Solicitors.***

Booking Details:

Please email ann@yorkshirecoursesforlawyers.co.uk