

THE PRIVATE CLIENT LAWYER'S PERSONAL BRANDING CHECKLIST:

How to Position Yourself as an
Expert and Develop Your Career





Hello there!



Your personal brand isn't just about looking good online—it's about opening doors to better jobs, promotions, and new clients. If the right people (hiring managers, recruiters, decision-makers, and senior leaders at your firm) know who you are and what you stand for, opportunities will come to you.

In my role, I help our recruiters build their brands to expand their networks and position themselves as experts. The same applies to Private Client lawyers; a strong personal brand gets you noticed externally by recruiters and potential employers, but also internally, helping you stand out for promotions and even fast-track your route to partnership.

Follow this step-by-step checklist to start building a brand that helps you get noticed, headhunted, and hired, or accelerate your career where you are.

Lucy Cade

Marketing Team Lead at Realm



The Benefits of a Strong Personal Brand for Private Client Lawyers

- ✓ **You'll Be Seen as a Future Leader** – Internally, a strong personal brand helps position you for leadership, making you more visible for promotions, bigger cases, and even partnership opportunities.
- ✓ **Clients Will See You as an Authority** – A strong brand will help you attract more referrals (internally, from other firms and from IFAs) as well as direct client inquiries.
- ✓ **You'll Build a Stronger Professional Network** – The more people know and trust your expertise, the more career doors will open.
- ✓ **You'll Have an Easier Time Negotiating Salaries & Promotions** – If you're known as a leader in your field, you have more leverage in negotiations.
- ✓ **More Career Opportunities Will Come to You** – Instead of applying for jobs, firms and recruiters will reach out to you.
- ✓ **You'll Get Headhunted More Often** – Hiring managers and recruiters are always searching for lawyers on LinkedIn. If your profile is active and well-optimised, you'll stand out.

Step 1: Get Clear on Your Brand



■ Define Your Niche

What type of private client lawyer are you?... e.g. "a specialist in agricultural work, a probate expert, someone who works closely with business owners or with people in the local community.")

■ Identify Your Unique Strengths

What sets you apart? (E.g., exceptional negotiation skills, client care, commercial awareness.)

■ Write Your Personal Brand Statement

A one-liner that sums you up. (E.g., "I help tech businesses navigate employment law so they can scale with confidence.")

e.g. I support Cheshire business owners with their Inheritance Tax planning

💡 *Think of your personal brand like your professional reputation—just online. If a hiring manager or client Googles you right now, would they instantly know what kind of lawyer you are and what you stand for? If not, it's time to define your brand and take control of the narrative.*



Step 2: Optimise Your Online Presence

- Update Your LinkedIn Profile (This is the first place recruiters and employers look.)
 - Strong headline (not just “Solicitor at XYZ Law” – make it specific)
 - Clear, engaging summary that explains what you do and why you do it
 - Skills and endorsements that reflect your expertise
 - A professional, approachable photo
- Improve Your Firm’s Website Bio (If your firm has a website, your bio should be engaging, client-friendly, and easy to read.)
- Google Yourself – What comes up? Is your online presence professional and consistent?



Your LinkedIn profile isn't just an online CV—it's your personal billboard. Hiring managers and recruiters will often check it before they even read your CV. Make sure it tells your story clearly: what you do, who you help, and why you're great at it. A strong LinkedIn presence can mean the difference between getting approached for an opportunity or being overlooked.



Step 3: Start Posting & Engaging on LinkedIn

- Post Once a Week (This keeps you visible to recruiters and potential employers.)
 - Share legal insights, career lessons, or interesting cases (without breaching confidentiality!)
 - Answer common client questions
 - Share personal career milestones (e.g., “5 things I learned in my first year as a Private Client lawyer.”)
- Engage with Others (Even if you don’t want to post yet, commenting on posts keeps you visible and will help you grow your network.)
- Follow & Connect With Industry Leaders – Build relationships with recruiters, hiring managers, and legal influencers.



Why This Matters: Hiring managers are more likely to approach lawyers who regularly share insights and engage online.



Step 4: Build Your Network (Even If You Hate Networking)



- Join Online Legal Communities – LinkedIn groups, legal forums, and industry events help build your reputation.
- Attend Webinars & Events – Engage with industry topics and meet the right people.
- Be Strategic With Your LinkedIn DMs – Instead of “I’d love to connect,” say:
 - “I really enjoyed your post on [topic]! I’d love to stay connected.”
 - “I see we work in similar areas—let’s connect.”



Why This Matters: Referrals account for 70% of job placements in law. A strong network makes career moves easier.



Step 5: Position Yourself for Career Growth



- Speak Up at Work – Be active in meetings, contribute insights, and volunteer for firm-wide initiatives.
- Get Testimonials & Recommendations – Ask colleagues, mentors, or clients to endorse you on LinkedIn.
- Keep Track of Your Wins – Document successful cases, client feedback, or key achievements.
- Showcase Leadership Skills – Mentor junior lawyers, write for legal publications, or speak on panels.



Why This Matters: Lawyers with strong personal brands get promoted faster and attract better job offers.



Take Control of Your Career Growth

Your personal brand already exists—it's what people think of when they hear your name. The question is, *are you actively shaping it?*

Start today, and watch the career opportunities roll in. 🚀

