



Creating Credibility: Master the Art of Non-Cringey Self-Promotion

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Agenda

- 1 Introduction**
- 2 Personal Branding 101**
- 3 Overcoming Your Doubts**
- 4 Honing Your Personal Brand**
- 5 Strategies for Sharing Your Expertise In-Person**
- 6 Effective Ways to Share Your Expertise Digitally**

Introduction

- Founder & CEO of digital marketing consultancy
- Fortune 500 legal technology client executive
- Lawyer by practice and training
- 22 years in account management/sales
- Now I help companies and individuals amplify their brands through social media



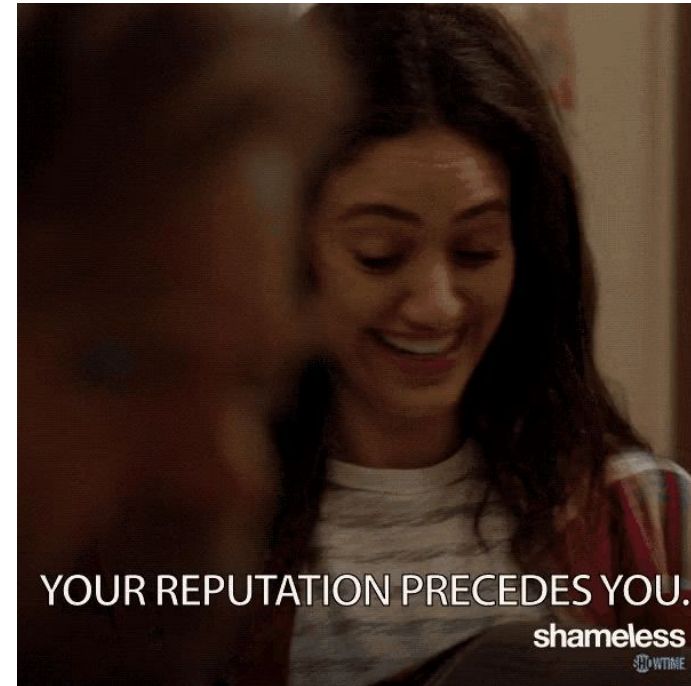
Mom of teens
evangelist of innovation &
legaltech & authenticity
DC statehood
"don't dim your shine
because others can't
handle the light"
all the GIFs

What Is a Personal Brand?



NOT:

- An influencer
- Your job title



A personal brand IS:

- What you're **known for**
- The things people say about you **when you're not in the room**
- Your reputation – but **something you can change** repeatedly

“Why should I care about a personal brand?”



You're in sales and need people to like you. People want to buy from people they like and trust.



You need to be seen as a trusted partner who provides value beyond a mere sale.



You need buyers to understand you have successfully solved problems like theirs before.

“Can’t my work speak for itself? Why do I have to brag about myself?”



Don't Think of This as "Bragging" or Cringey Self-Promotion



- Your customers, colleagues and connections want to know what makes you "tick."
- You set an example for those coming up behind you.
- No one will promote you like you do!

Quiet Excellence DOESN'T Work



Also, First Impressions Matter



“I’m on social media, and people can find me there.”

If your LinkedIn profile is basically an electronic copy of your resume, are they really connecting with you?

Or if your Facebook or Instagram is just photos of food or concerts...

- Can they tell how knowledgeable you are about their problems?
- Do they know how successful you are?
- Will they even want to connect?

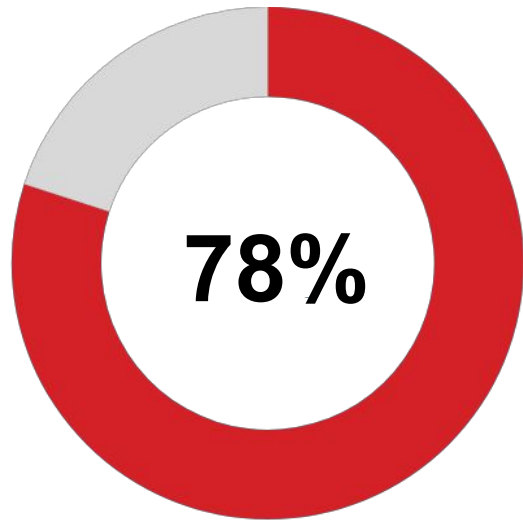


“I ‘like’ things on social media – why do I have to brag about myself?”

Because this is how most people share on social media!



If Nothing Else, Remember This



- Sales are about **relationships** – whether you’re building them in person or online.
- **78% of sales reps who practice social selling out-perform their peers who don’t.**
- This isn’t “just social media” – it’s **online business development!**

The Keys To Honing Your Brand



Introspection and self-reflection are the keys to honing your brand.

Your personal brand is **the intersection of your experiences and your story.**

Devote Time To Honing Your Brand

Set a timer for 20 minutes and write down your answers to these 5 questions:

1. Why did you choose to work in this industry? (OR why do you stay in this industry?)
2. What do customers or supervisors say they like about working with you?
3. What makes you want to go to work each morning?
4. What is your favorite part of your day?
5. What is your superpower or “special sauce?”



My Personal Brand

- **Superpower:** Sharing about legal innovation, authentically posting on social media and connecting people
- **What people like:** Enthusiastic, outgoing and authentic super-connector
- **My favorite part of my day:** Empowering others in a way that makes their days better
- **What I'm known for:** Innovation evangelism, using social media to amplify nonprofits driving change in Legal, personal branding and authenticity
- **Passions:** DEI/#nomanelts, social media, modern parenting, my community/DC!

My elevator pitch:

I am an attorney with a passion and love for innovative technology and marketing and personal branding. I love helping people leverage their skills, tools and authentic voices to live happier and more rewarding lives.

Sharing Your Brand In Person



Practice your **elevator pitch (FOR YOURSELF)** for meetings.



Ask questions and get to know them, then **look for commonalities.**



Be sure to **follow up** with anything promised.

DON'T Be a Closer!



- Don't try to close a deal right there!
- You don't NEED to get that next meeting.
- Merely get them to like you enough to respond next time.

Networking: Side Note for Introverts!



Have **a few topics** ready to discuss.



Ask people about how they found the event, or if they've attended before.



Ask them for **advice** as a **new attendee**.

Share Your Brand Digitally Without It Feeling Cringey

Weave your personal brand into your digital presence in 2 ways:

- **Profiles**
- **Activity**



3 Ways To Create Credibility in Your LinkedIn Profile

1. **Headline/Title**
2. **Banner Image**



Kelby Ballena (He/Him) · 1st

Special Operations & Tech Innovations | Paralegal & Specialist Mentor
| Helping to Level-Up the Legal Profession

Washington, District of Columbia, United States · [Contact info](#)



Jenny D. (She/Her) · 3rd

Promotional Marketing | Brand Merchandising

United States · [Contact info](#)

 Cubik Promotions

 University of North Carolina
at Charlotte




Ellen Feit · 3rd

Increasing brand visibility & profitability through strategic use of
promotional products

Estero, Florida, United States · [Contact info](#)

500+ connections

 Partners N Promos, Inc

 University of Central Florida

3 Ways To Create Credibility in Your LinkedIn Profile

3. About Section

About

I am an attorney with a passion and love for innovative technology and marketing and personal branding. I love helping lawyers and legal professionals leverage their skills, tools, and authentic voices to live happier and more rewarding lives.

Elevator pitch/headline



Currently in my day job I help medium law firms harness the power of technology to better serve clients, improve their practice of law, and enjoy better well-being and career satisfaction all around.

My skills and special sauce



In my free time I love helping people--lawyers, other legal professionals, bar associations, nonprofits, technology startups, you name it--find and hone their voice and message. I teach them how to craft their traditional and online media to authentically share their passions, skills, and personal brands (or "special sauce") to reach clients, potential clients, and influencers to boost their visibility and awareness and fill their sales and business development pipelines.

I fell into both legal technology and marketing! After clerking and practicing law briefly, I found I loved the business of law far more than the practice of it; specifically, innovation and technology, professional development, recruiting, business development, and diversity, equity, inclusion, and belonging are what I am drawn to.

What clients/colleagues love about working with me



Two decades later, I started my own digital media consulting business after spending time in several legal technology companies, selling into and expanding relationships at the biggest global law firms and learning the power of selling yourself.

Clients love working with me because I'm authentic and always happy to connect people.

Ways To Create Credibility in Your Instagram Profile

Bio/Header



helenburnessmarketing

Following ▾

Message

+ 👤 ⋮

538 posts 689 followers 461 following

Helen Burness she/her

Entrepreneur

👤 Helen B @ Saltmarsh Marketing & Helen Squared

🚀 Legal marketing for the brave, the bold, the entrepreneurial

🔗 linktr.ee/legally_helen

Followed by nakosar, weareilta + 9 more



briaunnadurhal ✓

Following ▾

Message

+ 👤 ⋮

166 posts 2,156 followers 1,028 following

Brianna Buckner

Public figure

Indigenous Detroit

Proud wife to Councilman @freddurhal3

Retired D1 Athlete 🏀

JSU Alum x2

👉 Law Alum

Attorney

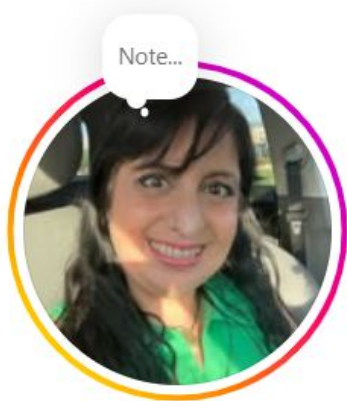
Zola Bee x Zaina 🧡 x IV

AKA 🧡 🧡

👤

🔗 youtu.be/ZiX5IW06W04

Followed by theappellateproj



sam2xdc

Edit profile

View archive



626 posts 509 followers 1,944 following

Sameena Safdar she/her

Proud DC resident

Day job: help attys leverage tech & AI to improve their work & lives

Night job: Raise teens & help create authentic social media

🔗 linktr.ee/SameenaKluck

Ways To Share Your Expertise & Accomplishments Online



1. Build your network
2. Comment, comment, comment
3. Share content

Build a Wide Network

Send **warm invitations** (on LinkedIn), always adding a note!

Reference where you met (or will meet), **common connections** or any points of interest in their profile.



Comment, Comment, Comment To Share Your Expertise



Why is it better than adding an emoji?

- Ties you to content that can showcase your expertise.
- Builds your relationship with the original poster by:
 - Amplifying their content
 - Drawing their attention
 - Encouraging reciprocity.
- Expands your network by putting you in the conversation.

How To Craft Comments

- Don't overthink it.
- One sentence is enough!
- Quote a section of their post or underlying content that resonates with you.



Sample Comments To Share Your Expertise

Pinnacle Consultant Group ...
pinnacle 1,682 followers
3d • 🌐

In the construction industry, cutting costs is crucial, but it's equally important to consider the long-term implications of your decisions, particularly when it comes to estimation services.

Hiring freelancers may seem like a cost-effective option, but it can come with significant risks, including a lack of accountability and inconsistent quality.

At Pinnacle Consultant Group, we believe that investing in a reliable and established estimating firm leveraging premier technology is essential for success.

Our team provides dedicated project management, rigorous quality control, and scalable resources to ensure accuracy and consistency.

Read this blog to learn more: https://lnkd.in/e_SaB6sS

Then contact us to start partnering today!

[#constructiontech](#) [#estimationservices](#) [#contractors](#)



Why Subcontractors Should Choose an Established Estimating Firm Over Freelancers

pinnacle-cst.com



Kabir Syed • 1st

Executive Vice President at Pinnacle Consultant Group

3d ...

I've seen subcontractors struggle with costly mistakes from freelancer errors - investing in a quality partner is worth it.

Sample Comments To Share Your Expertise



sam2xdc So true-I don't think studies would necessarily show the most successful lawyers in a firm exclusively went to T-14 schools or graduated in top 10%

3w Reply



Tillman Breckenridge

Partner

Stris & Maher LLP

“

"Credentials are important indicia of capability, but **when we deify one credential or another**—particularly one that is more available to people of certain ethnicities—**we set a path toward a less diverse and less capable appellate bar.**"

#BlackHistoryMonth

Posting Content To Share Your Expertise



5 Easy Steps To Sharing Posts Showcasing Your Expertise or Accomplishments

1. You only need **as few as 2 lines of text!**
2. Use a headline/**compelling first sentence** (try a question, statistic or theme).
3. Include lots of **white space.**
4. Last 2 lines:
 - **Last blank line**
 - Then **3-5 hashtags.**
5. Ensure you **put yourself in the post.**



Sample Post Showcasing Expertise



Johanna Schiavoni • 1st

Experienced appellate lawyer & strategist. Dynamic leader focused on making...
3w • 🌐

Simon says! Leadership requires courage, integrity, and strong communication skills.

And, on the last point about communication - it means listening deeply and speaking in a way that allows people to hear and to feel heard.

Ditto to this!

#Leadership #LeadingWithVision #LawyersAsLeaders



Simon Sinek • 2nd

Optimist, New York Times bestselling author of "Start with Why" an...
1mo • 🌐

+ Follow

What makes a great leader? In short, it's all about courage, integrity, and communication.

For more: <https://lnkd.in/eqZktACS>

Video from Etsy, July 2024, in conversation with Etsy's VP of Engineering Tao Rabi



- **Short** – only 3 sentences
- **Headline/compelling first sentence**
- Lots of **white space**
- **Hashtags** tying it to her expertise

Sharing Your Own Accomplishments (Self-Promotion)



Ensure you share your own accomplishments (whether professional or personal).

Focus on:

- The work and **what it means to you**
- The **team who helped you** achieve it
- The **recipients of your work.**

Example Posts Sharing Your Accomplishment



Sameena Safdar • You

Partner to medium-sized law firms looking to improve client service ...

4mo • Edited • 🌐

I don't do anything to get awards or prizes, but it is so gratifying to see others value and appreciate your hard work. ...more



Women's Bar Association of the District of Columbia

3,176 followers

4mo • 🌐

Leadership is about your journey - embrace and amplify your strengths.

If you missed this year's Stars of the Bar event, catch up on all ...more



Stars of the Bar 2024

Strong leaders, strong communities



Sameena Safdar • You

Partner to medium-sized law firms looking to improve client service ...

4mo • Edited • 🌐

I don't do anything to get awards or prizes, but it is so gratifying to see others value and appreciate your hard work.

I was honored to take the stage after these four amazing women recently at the Women Bar Association of DC's Stars of the Bar event.

Each one inspired me with their thoughts on leadership, authenticity, and the power of strong communities.

The WBA gave me a home when I needed one during COVID, encouraged me to pursue my social media business, allowed me to develop and enhance my leadership skills, celebrated my successes, consoled me over things that didn't go the way I wanted, and has just become my professional family over the last six years -- my "home group" as I pursued remote roles for companies not based in DC or lived the often lonely life of a startup founder!

I will happily keep volunteering for this organization in multiple ways as long as they let me!

This video captures the best parts of the event along with photos of some really really amazing women in the legal industry in DC!

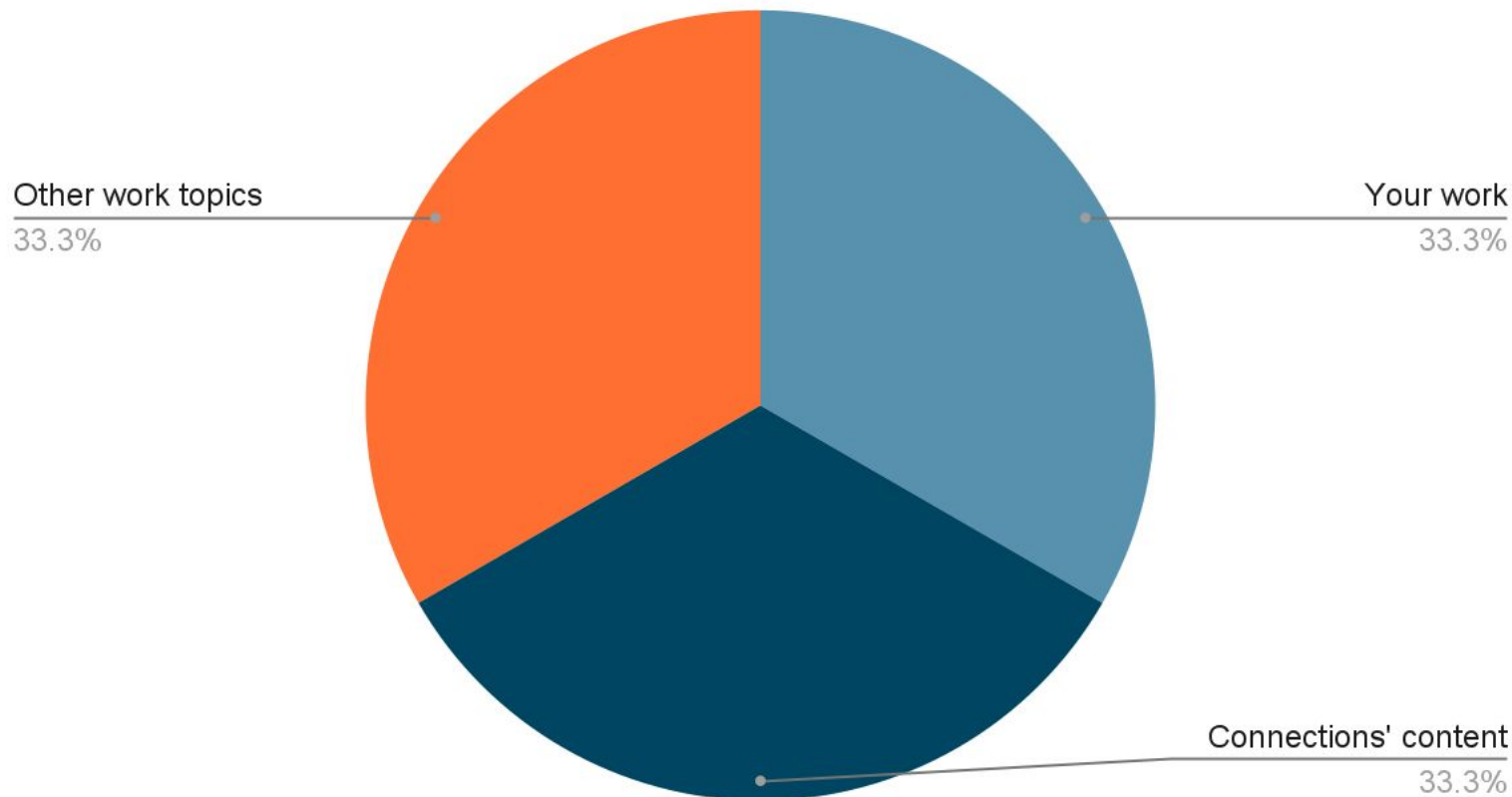
[#leadership](#) [#WBASTars](#) [#MentoringMatters](#) [#authenticity](#) [#community](#)

Topics for Sharing Your Expertise

- **Events** (include a few insights)
- **Photos** (ensure text has a theme)
- Third-party **articles related to marketing and promotions** (e.g. [ASICentral.com](https://www.asicentral.com) website!)
- **Topics outside of your job** (leadership, work-life balance, remote working)
- Reposts - IF YOU CURATE - **customers and colleagues' posts**
- **Your own accomplishments!**

Topics for Content

Social Media Content Topics



- **1/3 = content from your company or related to your work**
- **1/3 = resharing content from connections or colleagues**
- **1/3 = content like leadership, work-life balance, remote working, working while parenting, etc.**

Remember: You Can Alter Your Personal Brand as You Need



- You may need to change what you emphasize to reach your goals.
- Don't be afraid to alter your profiles and activity.

Conclusion: Own Who You Are & What You Bring to the Table



Any Questions?





Share your feedback on the session with us!



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