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*Book Review: LinkedIn Marketing  
Techniques for Law and Professional  
Practices*

Cynthia Sharp, Esquire - The Sharper Lawyer

## **BOOK REVIEW: LINKEDIN MARKETING TECHNIQUES FOR LAW AND PROFESSIONAL PRACTICES**

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By Cynthia Sharp, The Sharper Lawyer

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Recently published by the ABA Solo, Small Firm and General Practice Division, *LinkedIn Marketing Techniques for Law and Professional Practices* is a “field reference guide” geared toward lawyers who want to build relationships and attract business through LinkedIn.

Author Marc W. Halpert’s engaging and energetic writing style makes *LinkedIn Marketing Techniques* a pleasure to read. Each of the bite-size chapters is devoted to a separate concept illustrated with real-life examples and screen shots. Most importantly, the author provides steps to follow for immediate implementation.

### **Selected Wisdom and Suggestions**

A few of the recommendations found in *LinkedIn Marketing Techniques* are outlined below. To get the full benefit of Halpert’s creativity and insight, be sure to read the entire book. Information on how to order is provided in the final paragraphs of this review.

- Contrary to popular belief, the LinkedIn profile should not be comprised mainly of your résumé because résumés are boring and past tense. Instead, use the profile as a platform to discuss “why you do what you do” (WYDWDYD). According to Halpert, the profile should “capture the wealth of decades of work maturity, quality of your experience, acquired skills, industry thought leadership, refined observations, and honed personal values.” Indeed, a bulleted factoid of your career will most likely not accomplish this objective.
- Having seen many low-quality headshots on websites and social media platforms, I was pleased when I came upon Chapter 5, entitled “Headshot Considerations That Work:

Look Approachable.” Simply put, “Your brand depends on a high-resolution photo that makes you look professional, approachable, recognizable, and friendly.” The chapter provides detailed tips on how to work with your photographer in creating a headshot that conveys your unique professional image.

- Explore LinkedIn’s Settings and Privacy options to ensure that your public profile reveals the amount of private information with which you are comfortable. In Chapter 35, Halpert discusses the number of options that allow you to be “the boss of your account.” Halpert recommends openness with respect to your public profile information but provides an important exception. Sharing all your profile edits is unproductive and can even cause confusion. Because the default setting for “Sharing Profile Edits” is “Yes,” you will need to manually switch it to “No.” Space limitations prevent full reproduction of these instructions; however, you can find them on pages 28 to 29 of the book.
- Chapter 34, “Considerations on Ways to Connect,” outlines five ways to connect with others, directly or indirectly, on LinkedIn. When seeking to make a direct connection via an invitation, Halpert advises the reader to include a personal message to add context and relevance. For example, after speaking with a prospective client or referral source by phone for the first time, invite her to connect but make sure to reference the call. When you deliver a professional presentation, be sure to obtain the names and e-mail addresses of attendees. Even without a link to the LinkedIn profile (which some can’t readily provide), you can search for the person on LinkedIn and send a connection invitation. By the way, it is appropriate to remove a connection if the person’s message is inconsistent with your own brand. Don’t worry about potential hurt feelings as no notification will be sent.
- Many people rely on social proof before making decisions regarding providers of professional services. When potential clients or referral sources check you out on LinkedIn, they will be influenced by the Recommendations on your personal profile. Chapter 24 provides detailed instructions as to how to request an effective recommendation. I tested the author’s suggestions and discovered that they really work. In November and December 2017, I requested 15 LinkedIn recommendations and received ten. Certainly, I am motivated to ask for more!

- Understanding that attorneys are bound by rules of professional conduct, Halpert invited Carol Schiro Greenwald, PhD, to contribute a chapter on ethical considerations. All readers must be sure to have a firm grasp of the applicable rules of professional conduct in their own jurisdiction before embarking on any marketing endeavor.

## **Conclusion**

Urging readers to “get into the game,” Halpert points out that LinkedIn is *not* a spectator sport, which motivated me to update [my own LinkedIn profile](#) and increase online activity. Although the profile remains a work in progress (and always will), my new-and-improved version is attracting quality traffic, and relationships have moved to the next level.

Naturally, I connected with Marc W. Halpert as he consistently shares cutting-edge marketing ideas, and I suggest that you do the same by sending an invitation to connect on LinkedIn via [this link](#). Don’t forget to include a personal message explaining who you are and why you want to connect. Halpert practices what he preaches and is discerning with respect to the acceptance of connection requests he receives.

You should read this book even if you intend to or have already engaged a marketing company to run your social media campaign. It will equip you with knowledge that will enable you to have productive discussions with your vendors and your team to ensure that you are fully leveraging your social media presence. Follow [this link](#) for purchase information.

Members of the ABA Solo, Small Firm and General Practice Division have access to recordings of sessions of “Hot Off the Presses.” In January 2018 Halpert offered an informative session based on the content of the book. Listening to it (via [this link](#)) will further reinforce his valuable material.

In the course of writing this review, I kept in mind that a thorough book review may include criticisms of shortfalls. However, I simply could not find any and only hope that Halpert continues sharing his expertise on the topic of professional marketing.

LinkedIn Marketing Techniques for Law and Professional Practices

By Marc W. Halpert

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*Business development strategist and veteran attorney Cynthia Sharp, Esq., works with motivated lawyers seeking to generate additional revenue for their law firms. The business development strategies and skill sets that she shares were developed and tested over a period of 30 years in practice and are constantly refined to reflect modern marketing techniques. For additional information about business development issues, check out [thesharperlady.com](http://thesharperlady.com). She can be reached at [cindy@thesharperlady.com](mailto:cindy@thesharperlady.com) or 609/923-1017.*