



## INFOWORKS!

### **ATTORNEY BRANDING / KEYWORDS WORKSHEET**

Filling out this worksheet will help your marketing team to better assist you in positioning and distributing your news and subject-area content. While you may have broad practice experience, please try to focus your responses to support the type of business that you are currently seeking and would most like to do.

If your primary business focus or direction changes in the future, you can resubmit this form so that the marketing team may continue to understand and assist you in your personal branding and business goals.

#### **A. Who are you?**

Attorney Name:

Do you have a nickname you use in business?

#### **B. What makes you unique?**

Do you have specific strengths as an attorney that a potential client should know about? If so, please describe, and please be specific:

Do you have passions — either related to your work or outside the office — that further define who you are (that you would like to share? such as: competitive sailor, founder of a charity, foster family for dogs, founder of an industry group, etc. )

What subject areas would you be most qualified speak on to members of the press?

Other defining characteristics:

**C. What type of work do you most covet?**

Primary practice area:

Secondary practice area:

What industry or industry groups do you most want to work in?

Primary industry niche:

Secondary industry niche:

**D. Thinking about who you want to/need to reach in order to gain this type of business — what do they need/want to know?**

Possible article, blog topics:

What are common questions from this type of client that you often find yourself answering? (Attach a separate sheet if needed)

**E. Other?**

Is there other information regarding the people/organizations and legal work that you are currently targeting that we should know about? Please be specific.

**F. How do you want to be perceived?**

In a perfect world, when I type \_\_\_\_\_ into Google, my photo would come up #1!

On the next page, please provide a list of keywords, or keyword phrases, or questions that someone might ask a search engine if they were looking for someone like you to solve their business/legal issue?

For instance: M&A attorney, M&A attorney Boston, Restaurant acquisitions, or How do I purchase a restaurant business?  
(Please be broad AND specific)

(Please stay focused on your primary business development target)

**My keywords / search questions:**

**G. Social media / web visibility:**

Please circle any social media accounts you have and how PERSONALLY active you are on them?

<b>LinkedIn</b>	Yes / No	Inactive	Somewhat Active	Active
<b>Twitter</b>	Yes / No	Inactive	Somewhat Active	Active
<b>Facebook</b>	Yes / No	Inactive	Somewhat Active	Active
<b>Google+</b>	Yes / No	Inactive	Somewhat Active	Active

Other (please list):

\_\_\_\_\_ Inactive Somewhat Active Active

Are you interested in training/tutoring on using social media to increase your visibility, to brand yourself and to support your business development goals?

YES! NO

**H. Just for fun.**

If you were an emoji, which one would it be?  
Please note: If you do not choose one, one may be selected for you.

Please circle one below, or draw your own.

