MAGNETIZE YOUR LAW PRACTICE WITH LINKEDIN

Tasha “TC” Cooper
President of Upward Action®
Founder of LawyersLaunchpad™
MAGNETIZE Your Law Practice by LEVERAGING the POWER of LinkedIn.
7 WAYS THAT LINKEDIN CAN MAGNETIZE YOUR LAW PRACTICE

1. Increase your online visibility
2. Build credibility
3. Establish expert status
4. Expand your network
5. Shorten the cycle for winning engagements
6. Your revenue per engagement
7. Leverage your time
Optimize your summary sections with keyword phrases.

Write for prospective clients and search engines.
START WITH YOUR PROFILE

Tasha (TC) (Coleman) Cooper
Paid Advertising Specialist I Social Marketing Consultant
Washington, District Of Columbia | Professional Training & Coaching
Current: UpwardAction®
Previous: Wall Street Project Economic Summit, New Jersey Small Business Development Centers, National Coalition of Black Meeting Planners
Education: Columbia University School of Law

https://www.linkedin.com/in/upwardaction

500+ connections
OPTIMIZE

- Name
- In-focus Photo
- Descriptive Headline
- Places of Employment
- Educational Institutions
- Professional Organizations
- Charitable Organizations
PAY ATTENTION TO YOUR CONTACT DETAILS

Visible to your connections

- Email: coachtc@upwardaction.com
- Phone: (800) 753-6576 (work)
- IM: coachtc (Google Talk)
- Address:

Visible to everyone on LinkedIn

- Twitter: upwardaction
- WeChat:
- Websites: Marketing Videos for Lawyers, Social Marketing Strategies, Social Marketing for Lawyers

https://www.linkedin.com/in/upwardaction
CUSTOMIZE

- Include URLs for 3 webpages
- Identify URLs with descriptive titles
- Add your telephone number
- Include your telephone number
- Customize the URL for your profile
- Include your social networks
Optimize to Magnetize
THE NEW & IMPROVED LINKEDIN HOMEPAGE

Damon Ridley
Investment Advisor, Financial Planner, Wealth Advisor, CEO, Ridley Wealth Stra...

Blessed to share my thoughts about building wealth in Proactive Advisor Magazine today! https://lnkd.in/brkMJQV"issue_id":258582,"page":1}

people viewed your profile in the past 15 days
profile rank in the past 30 days

14 ways to keep in touch

Eddie Walsh has a work anniversary. Celebrating...
SECRETS FOR MAGNETIZING YOUR LAW PRACTICE
WITH LINKEDIN

Expand Your Network ::::
Let LinkedIn Do The Heavy Lifting
CONNECT
ENGAGE
MAGNETIZE

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HUMANIZE & OPTIMIZE YOUR SUMMARY SECTION
COMPLETE YOUR LAW FIRM DESCRIPTION

CEO | Social Media Lawyer | Internet Marketing and Social Media Marketing Strategist
UpwardAction®
2007 – Present (3 years)

TC Cooper is a leader in helping experts and professionals (e.g., lawyers and consultants) leverage the power of social media, Internet marketing and digital technology to generate business and attract ideal clients. She also helps clients build business assets through intellectual property. TC's strategies and programs have been proven to help clients shorten their sales cycle.

UpwardAction® is a social media and Internet marketing consultancy. We provide consulting services, coaching programs and digital learning opportunities.

Add Location

- 1 organization
- 24 recommendations, including:

  **Daniel Mills**
  Assistant Director, Practice Management Advisory Service at DC Bar
  Tasha understands the challenging issues lawyers face when communicating with the public, prospective clients and clients in... View ↓

  **David G. Ross**
  Trial Lawyer for Businesses, Franchise, Business Transactional, and Employment Lawyer
  I attended two of Tasha’s social media seminars, had her all-day “VIP” session at my office, and received her assistance in... View ↓

  22 more recommendations ↓

Warm Up Your Cold Calls with LinkedIn
MONITOR & MANAGE SKILLS & ENDORSEMENTS

Skills & Endorsements

Top Skills
- **99+** Social Media Marketing
- **99+** Online Marketing
- **99+** Social Media
- **99+** Marketing
- **99+** Email Marketing
- **99** Social Networking
- **77** Public Relations
- **71** Blogging
- **70** Entrepreneurship
- **48** SEO

Tasha (TC) also knows about...
- **37** Strategy
- **35** Management
- **34** Personal Branding
- **32** Public Speaking
- **29** Online Advertising
- **24** Corporate Law
- **22** Training
- **22** Digital Strategy
- **21** Editing
- **21** Start-ups
- **19** Facebook
- **17** Small Business
- **15** Integrated Marketing
- **13** Newsletters
- **11** Coaching
- **9** Social Networking Sites
- **8** Online Research
- **8** Business Development

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CONNECT YOUR BLOG TO YOUR PROFILE

Published by Tasha (TC) (12)

Spotlight on LawyerRatingz.com
September 2, 2014

Spotlight on SuperLawyers.com
September 1, 2014

Spotlight On: Lawyers.com
August 27, 2014
SECRETS FOR MAGNETIZING YOUR LAW PRACTICE WITH LINKEDIN

MANAGE YOUR PRIVACY SETTINGS
MANAGE YOUR PRIVACY SETTINGS
Create an optimized company page for your law practice.

Use tools to update your company (aka law firm) page regularly.
Squire Patton Boggs is a full service global law firm providing insight at the point where law, business and government meet, giving you a voice, supporting your ambitions and achieving successful... see more

Recent Updates

Squire Patton Boggs We have teamed up with TheBusinessDesk.com and CBI to gauge the opportunities, confidence and bugbears within a major research project which will give manufacturers a voice ahead of the general election. Our short survey addresses issues such as... more

Manufacturing Survey April 2015

surveymonkey.com • THE OPPORTUNITIES, confidence and also bugbears and frustrations faced by manufacturers are being gauged in a major research project launched by TheBusinessDesk and international law firm Squire Patton Boggs.

Like (10) • Comment • Share • 22 days ago

Antwain Thomas, Greg Wehrer +8

Add a comment...
ATTRACT PROSPECTIVE CLIENTS WITH ACTIVE ENGAGEMENT

- Industry Related LinkedIn Groups
- Practice Area Groups
- Alumni Groups
JOIN LINKEDIN GROUPS ... STRATEGICALLY

- DC Bar Law Practice Management Section
  Already a member

- Columbia Alumni Association Network
  Already a member

- Columbia Law School
  Already a member

- National Association of Women Business Owners
  Already a member

- VQ Legal Innovation
  Already a member
CONNECT TO ENGAGE

- Invite INFLUENCERS to connect by sharing valuable information.
- Invite PEOPLE OF INTEREST to connect by sharing valuable information.

*Always* send a custom invitation when expanding your network. *Do not use the default request to connect … ever.*
ENGAGE TO INFLUENCE

- LinkedIn Group Discussions
- LinkedIn Blog
- LinkedIn Status Updates
A commitment to consistent action that builds relationships while increasing visibility.
Let’s connect online:

- **Twitter:**  http://Twitter.com/UpwardAction
- **Facebook:**  http://Facebook.com/UpwardAction
- **LinkedIn:**  http://LinkedIn.com/UpwardAction

Download a copy of this presentation:  www.LawyersLaunchpad.com/DCBAR