



Top Talent. Global Reach.

Princeton Legal Search Group, LLC

The Most Trusted Name In Legal Search

LinkedIn for Lawyers

Featuring Brenda Eady Stafford, Esq.

“Networking is a lot like nutrition and fitness: we know what to do, the hard part is making it a top priority.”

~ Herminia Ibarra

➤ Objection!

- ❖ Confidentiality rules
- ❖ Providing legal advice
- ❖ Rules related to attorney advertising
- ❖ I hate social media!

➤ Overruled

- ❖ Limit information/discussions to maintain confidentiality
- ❖ Provide straight forward information and general updates
- ❖ Comply with professional conduct rules on advertising; know and comply with your employer's social media policy
- ❖ Try NOT to hate LinkedIn – it's a "*business*" tool

Why LinkedIn?

- Free “Real Estate”
- **660 Million** People On LinkedIn
- Your colleagues and professional community are on LinkedIn
- Your clients and prospective clients are on LinkedIn
- “Get found” by search firms, recruiters, HR professionals on LinkedIn



Optimize Your Time on LinkedIn: Define Your Goal

- Career Advancement
- Client Development
- Industry Influencer

Once you define your goal, the
rest is . . .



Optimize Your LinkedIn Profile for Results

Key Profile Sections	Optimized
URL - <i>linkedin.com/pub/yourname/29/890/2b9/</i>	URL - <i>linkedin.com/pub/yourname/29/890/2b9</i>
Photo	<ul style="list-style-type: none"> ❖ Use a professional photographer whenever possible ❖ Project a professional Image
Header Image/Background Image/Hero Image – Default is blue with white connecting dots	Find an image, slogan, Company name, background drop. Possible source: Canva.com
Headline – Senior Associate, Mergers & Acquisitions, Spokane & Darius LLP	Headline – As a senior M&A attorney, I help Fortune 500 companies identify and attain business objectives in corporate transactions OR Collaborative Family Law Attorney Litigation Divorce Consultation Motivational Speaker Author
About – <i>It’s not really about you</i>	About is an opportunity to create a statement that appeals to your target audience and address how you solve “pain points”
Experience – Do not copy and paste your resume here	Experience– Show how you exceeded departmental goals, achieved desirable outcomes for clients, under budget



ALL-STAR

You're in a league of your own.

Analysis of a LinkedIn Profile



Message View in Sales Navigator More...

Ashton Kutcher · 3rd
General Partner at Sound Ventures
Beverly Hills, California · 417 connections · Contact info

Sound Ventures
University of Iowa

Activity See all

40,148 followers
Noble.AI is launching the "Immunity Initiative" to provide free AI tools to the scientific community and speed discovery of a Covid-19 cure. Sign up...
Ashton shared this
111 Reactions · 4 Comments

Experience

General Partner
Sound Ventures
2015 - Present · 5 yrs

Founder
Asht (askus.com)

People Also Viewed

- Jennifer Lopez · 3rd Actor | Writer | Director | Producer | Entrepreneur
Sean Parker · 2nd Board Member, Investor at Spotify
Miranda Kerr · 3rd IMG Models
Oprah Winfrey · 3rd+ CEO, Producer, Publisher, Actress and Innovator
Kayla Rae Reid · 3rd Model & Playboy Playmate
Heather Graham · 3rd Hakkasan
Stephen Curry · 3rd NBA Athlete, Entrepreneur, Investor, Producer
Shaquille O'Neal · 2nd Business mogul,



NANCI A. SMITH, ESQ. PLLC

Respectfully resolving complex family law cases for more than 25 years
Nanci@NanciSmithLaw.com



Connect View in Sales Navigator More...

Nanci Smith · 2nd

Collaborative Family Law Attorney | Litigation | Divorce Consultation | Motivational Speaker | Author

Burlington, Vermont Area · 500+ connections ·

Contact info

- Nanci A. Smith, Esq. PLLC
- Vermont Law School

Highlights



1 mutual connection

You and Nanci both know Jason Levoy

About

Growing up on the playgrounds of Detroit, I advocated against child abuse in 4th grade when I discovered my friend's mother would extinguish her cigarettes on her daughter's fingers. By 6th grade, I made an amazing Minestrone for a soup kitchen, only to learn my mom didn't... see more

People Also Viewed

- Christine Golden** · 3rd
Golden Consulting | Business Operations & Corporate Events
- Amy Perez** · 3rd
Director of Learning at Four Seasons Sotheby's International Realty
- Susan Roop Kiernan** · 2nd
CDC Certified Divorce Coach® | CDC® Program Mentor Coach | Divorce Care and Divorce and Beyond Support Group Leader
- Kirsten Dwyer** · 3rd
Employee Success Developer @Sakon!
- Chelsea Therrien, aPHR, RACR** · 3rd
Talent Acquisition Partner at The University of Vermont Medical Center
- David Kelber** · 2nd
Divorce Coach at David Kelber Coaching
- Stephanie Clarke, MBA, CCIM** · 3rd
Vice President at White + Burke Real Estate Advisors

Spend 15 minutes a Day to Put Your Profile To Work!

- Find your prospects
- Connect
- Build your network
- Join Groups
- Contribute value
- Rinse and repeat



LinkedIn Groups of Interest to Lawyers

- E-Legal
- Corporate Lawyer Network
- In-House Law Jobs
- Law Jobs Network
- Association of Corporate Counsel
- Minority Corporate Counsel Association
- Healthcare Law and Compliance Institute
- Women in Law

“Giving connects two people, the giver and the receiver, and this connection gives birth to a new sense of belonging.” , and this connection gives birth to a new sense of belonging.”

~ Deepak Chopra

Brenda Eady Stafford, Esq.
Total Media Authority
201-685-0080

**Contact me for a FREE half hour LinkedIn Profile
consultation!**

Thank you!

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On Behalf of Princeton Legal Search Group

Thank you