



Legal Branding at The Watercooler

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Heather Morse-Milligan over at [The Legal Watercooler](#) is providing some powerful insights on the world of legal branding. Her guidance that lawyer's personal brand is the assurance to the client that the legal services that they are purchasing are actually what, and who, they say they are; couldn't be more on track.



Two of Heather's terrific tips:

- If you want to be known as the “green attorney,” then don't waste your time writing articles on constitutional nuances of the death penalty.
- Don't speak before bar associations if your clients, potential clients, referrals sources and influencers (oh, my) are all attending industry-based conferences.

She's written several poignant articles on branding.

Read more on [Build Your Personal Brand](#) at [The Legal Watercooler](#)

Other articles you may be interested in reading:

[In Social Media for the Legal Marketing Industry – Digital Branding Creates Clients](#)

[Using Keywords to Communicate With Your Legal Marketing Audience](#)

[Your Personal Brand vs Your Corporate Brand – Added Clarity for Legal Marketers](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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