

Hey Attorneys! Let your funky side fly!

We all know that attorneys don't always have the best reputation, dare I say branding, in the market. **But I argue that attorneys are some of the most creative people around, so embrace your inner right-brained self and let your funky side fly!**

When I read this story in the Washington Post, I couldn't help but smile from ear to ear. Paul Fornier is a patent attorney in typical "casual" attire of a blue button-down shirt at a Paul Simon concert. When Simon seemed to be having a hard time remembering the words to a song, Fornier shouted out the first few lines to help. Seeing an opportunity, Simon invited him up on stage, where he proceeded to sing the entire song with him, much to the pleasure of the audience. His perfect pitch and white-boy dancing completely stole the show! You can see the pure joy on his face to be on stage with one of his childhood idols, and it was fun to watch an attorney cut loose too.

When I tell other marketing professionals that I work with attorneys and law firms, I often get a head-tilt, "I'm so sorry," look. Here's the thing...attorneys are some of the most interesting people I know. You are creative in the way you solve problems. Creative in the way you deal with difficult clients. Creative in the way you find solutions to make the laws work for – and not against – your clients. Creative in the way you present facts in the courtroom to communicate to the jury the way an accident really happened. And it goes on and on.

So I'm on a mission to change the buttoned-up, conservative, stiff upper lip reputation that attorneys have, and I invite you to join me on my quest. Remember, people do business with people they like, so let your fun side show a bit. You'll be surprised how many people will love it and want to work with you too.

Make sure you check out Paul Fornier's performance with Paul Simon on YouTube!