

Attorney Bio Photos – A Survey of 10 Firms

Attorney portraits are, without a doubt, the single most impactful element of an attorney's bio. Why? Because images evoke a quick and powerful emotional response in a way that written words can't. We recently surveyed attorney bio photos and compiled a sampling of what we saw — both good and bad.

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Attorney bios in the age of Facebook.

What makes for great attorney bios? In addition to proof of your expertise, we believe that it's important to convey "a sense of you." Personal tidbits (facts, photos, video) are important in sparking the kind of conversations that build relationships.

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The future of attorney bios. How personal is too personal?

We believe that it is inevitable that attorney bios will evolve to include more personal information about attorneys. So what are the limits of decorum? It's not yet clear. However, two firms are using a highly personal approach to bios — and both are worth looking at.

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About Great Jakes

Great Jakes creates web-centric marketing strategies for law firms and other professional service firms. The firm was founded in 2002 by brothers Dion Algeri and Robert Algeri (pictured at right). Visit us at www.greatjakes.com



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