Hello and thank you for listening to this podcast sponsored by the ABA Solo, Small Firm and General Practice Division. Today's program will be LinkedIn for lawyers, leveraging your personal brand and legal skill. I'll now turn things over to our moderator, Lynn Howell. Lynn?

Thank you, (Molly), and today our special guest is Wendi Weiner. She is an attorney, an award-winning writer who's been featured in nearly 75 major media outlets as a top authority in personal branding, social storytelling, career strategy and the job search process. Wendi holds six certifications in resume writing, personal branding and career coaching.

She is the country's only nationally certified resume writer who is a licensed attorney. She is a nationally certified online profile expert with extensive training in LinkedIn usage. Additionally, she is a proud Stetson University College Law alum as well as her bachelor's in English from Florida State University.

Now Wendi, we've known each other for a number of years now, but you have excelled in LinkedIn for lawyers and it's time for us to learn all of the great things that you know. So could you start by telling me what's so important by creating a brand on LinkedIn?

So the first thing to understand is the digital world has transformed the way we job search, the way we position ourselves and the way we do business and when people go to Google, for example, and they're looking for a family law attorney or a criminal law attorney, your LinkedIn profile is one of the first things that's going to populate on a Google search when someone then is rerouted to looking up your name.
So having that online digital presence, that's where all the professionals are hiding out, that's where all the companies are hiding out and you want to have that professional presence and that personal brand so that people know who you are, what you do, what's your unique value, what differentiates you among your industry, also how do you see yourself, how do others see you and what other contributions do you make to both your community and your law firm that would set you apart from someone looking for another lawyer in that same niche focus?

Lynn Howell: OK. So you say – you talk about the digital marketing and how that's how people find you, but here with the general practice group, some of our people are a little (wide) because they may be in a small town or they like variety of cases and matters to handle. So how would you kind of give them a little focus on, gee, LinkedIn, there's all these different choices to say on this and that, but how do you make them seem deep, but providing the breadth that they have?

Wendi Weiner: Sure. So what I would try to do is narrow down to the main overhead practice areas that you concentrate in, right? There's always niche within a niche and so the idea is what do – what do you want to be known for and what do you want people to know about you when they do a search for you online? So there's a great deal of what's called SEO, search engine optimization, that goes into LinkedIn the same way that goes into your website.

So when people are trying to locate you on LinkedIn, rather than saying managing attorney at XYZ Law Firm, you really need to tell people what practice areas you focus on or what industries or segments you serve because that is the only way that people are going to be able to find you on an actual search on LinkedIn.

Lynn Howell: OK. So we need to narrow our self somewhat so that at least we can get them to us. Now, how do you tell them to feature like their legal skills? Because it's a variety of things. Like is it contract negotiations or is it more of I'm an appellate lawyer? What buzz words or keywords should they look to include?
Wendi Weiner: Great question. So there are different ways to focus it. You can focus it on more of a value statement, you can focus it more on a area of practice. So for example, perhaps your focus is on multi-million dollar medical malpractice claims. So you may say handle large loss mass tort claims or medical malpractice claims. So you can focus on the types of cases that you work on or the clients you serve, so serving those who have been injured in major automobile accidents.

The idea is that when someone comes to your profile, you want them to be able to know for sure what it is that you do and what unique value you bring to the table as both a lawyer and a professional.

Lynn Howell: OK. So when you say a value statement, is that something like that's right under your name or kind of where would that be? Because some of our people may not be that familiar with LinkedIn.

Wendi Weiner: Sure. and I definitely recommend for those who are on – this listening to the podcast, I think it's important check out my profile, look how I brand myself, look at some of the people in my network too. I think that would be helpful, but so one of the things that I think is super important as you're going through this process is beginning to ask yourself, OK, if I'm going to have a value statement versus a niche focus or core focus area, it's going to be in my headline because the headline gives you 120 characters to play with and you have to think about what would someone be searching for in a LinkedIn query search.

So there's a toolbar at the top next to the logo for LinkedIn that has a little magnifying glass that says search. So someone is not necessarily going to search, perhaps, by your law firm name. They may be searching for a specific area of practice. So when you go to the LinkedIn profile, there is the ability to have a headline. Now, the thing about LinkedIn is it defaults automatically to your recent job title, most recent job title. so if you don't actually update it yourself, you will have a defaulted headline for your current job title.

And then you also have the ability now on LinkedIn, which is great marketing for yourself, is to list the types of services you offer. So if you offer legal
services, LinkedIn allows you to actually advertise on the platform as well so that someone who might be looking for, let's say, help with trademark work, they can actually look you up on the platform at your profile and see what types of services you offer.

Lynn Howell: How much does that cost, like if one of our listeners wanted to advertise on LinkedIn? Is it super expensive or is that included with their premium or how does that work?

Wendi Weiner: Great, great question. So everyone can have a LinkedIn account for free. There's different levels to LinkedIn. There is free services which is just having the regular profile and all the facets of it in terms of connecting with people and messaging back and forth once they are a connection, but you can actually take it a step further and join Sales Navigator which would help you to get clients. You can also use it for other facets of LinkedIn Premium.

So let's say for example we're not connected, but I'm really interested in learning more about what you do as a corporate counsel, Lynn. I may want to inbox you, but I may not want to be connected to you because perhaps I work for competitor organization or a law firm. So I may want to send you a message on LinkedIn and if you use LinkedIn Premium, you're allowed to send five messages a month.

Now, there's ways around it of course. If you're using the free version of LinkedIn, you can just send a connection request, add a note, but you're not being able to attach documents, you're going to be limited to a certain character amount. So there's quite a bit of limitations as to what you have available when you're not using their paid version.

Lynn Howell: OK. So if you do their paid version, can you send all the messages that you want during the month? So if you were really into it.

Wendi Weiner: Only five a month.

Lynn Howell: (Only five).

Wendi Weiner: You're limited to five a month.
Lynn Howell: How do they get beyond five or do they just have to kind of guess at what that person's e-mail address might be?

Wendi Weiner: So you can buy tokens from LinkedIn as well if you wanted to increase it, but you're limited to five InMail. Those are called InMail messages, not regular messages. So if you and I are connected on LinkedIn, we can freely message back and forth all day. This is when you're trying to make outreach to people that you're not previously connected to. So in order to have the ability to message back and forth with an unpaid LinkedIn service, you would actually have to be a connection with the person.

Lynn Howell: OK. All right. So we've got our LinkedIn account and what do you recommend to just the average attorney who's private practice, new to LinkedIn? Do you recommend them just starting off free or going into the paid service right as they're getting their feet wet? What would (you say)?

Wendi Weiner: Great question (and that's a – and it's a) question I get asked a lot. What I recommend to people is start off with the free version. See how it goes and read and compare the different avenues of what you can use for the different types of Sales Navigator versus LinkedIn Premium. And for clients of mine that I work with when I'm building their personal brand, writing their LinkedIn profiles, writing their resumes or writing their executive bios, if they ask me whether or not they should get LinkedIn Premium, I explain there's a couple of facets to it.

You can use it as a facet as a job seeker, you can use it as a facet of being an employer. Let's say you're going to start hiring a new paralegal or a law clerk or a new legal assistant, you can actually use the paid version of LinkedIn to advertise to get leads for potential employees for your company. So that's another avenue for it, but what I recommend is there's a basic shell of what you should have for your LinkedIn profile.

One, you should have the headline. Second, you should actually have what's called a professional summary in your profile. That's the "about" section. It used to be called "summary," but now it's called "about." You want to give a bit of information about what you do, what type of practice area you're in,
what types of cases do you handle, maybe if you've won some accolades along the way, maybe where you got your JD from. It's a way to personalize about you.

Now, could you dump your firm bio into your about section? You can, but remember, LinkedIn is about building human connections. So I'm really not a big proponent of just dumping your bio from your law firm's website into the summary or about section. You really want it to be focused on the commonly searched key terms that people are going to be looking for when they're conducting a search on LinkedIn.

Lynn Howell: OK. So when you think about those key terms, what are they? I mean, do they get in there and just search corporate lawyers, real estate lawyers? I mean, what are, in the legal community, the kind of terms that you see commonly searched?

Wendi Weiner: So what can be commonly searched is maybe assistant state attorney, prosecutor, criminal defense. Let's say, for example, there's – criminal defense is a big area of practice, criminal law in itself is a big area of practice, but let's say your focus is more on DUIs. You may want to put defend those charged with DUIs and because if someone's looking for an attorney that specializes in DUIs, they would be looking for you, right? So we're thinking about this from the perception of not only building connections with other lawyers, which I'll get to in a second, but also potential clients that can find you.

I mean, at the end of the day, LinkedIn and all social media is free advertising, but to be connected on LinkedIn – remember, the larger your own personal and professional network, the more opportunity you have to get cases referred to you as well as refer cases out. That is the goal ultimately of having a network, right? Is to be able to have constant pipelines of leads coming in as well as sending pipelines of leads to other attorney in the community.

Lynn Howell: OK. All right. So we've built our profile, but how do we effectively network with other attorneys? I mean, because we have bar associations and many platforms right now available to people. They might have their Instagram
firm account, they might have a Facebook account and even a TikTok law firm account for all I know, but how does – how do we shape LinkedIn to make it the best and reach out to others?

Wendi Weiner: So I think that there's two approaches. One, you can have a profile and sort of leave it hanging out there and just add connections whenever they pop up or filter people and connect with them. I recommend taking it a step further and actually maintaining active use of the platform because ultimately the way that the LinkedIn algorithm works is if you post content that is valuable that the LinkedIn algorithm, meaning the internal computer system of LinkedIn, values, you have the ability to stretch your message across a network of 575 plus million users.

So most lawyers tend to think and most professionals for that matter tend to think that LinkedIn is just for job searching, but it's so much more than that. It can really lead to a lot of professional opportunities as well as funnels of clients that you may not think possible.

Lynn Howell: OK. So what are like your best tips for – you see people out there and they bring out people that you may or may not know when you get on LinkedIn or ones that maybe you haven't talked to in 20 years. Do you click the connect with them or do you write a little note? Hey, sorry I haven't talked to you in forever. Do you want to connect? Or how do you do that first move forward in this facet?

Wendi Weiner: One of the things that I recommend is personalizing the connection. If you already know the person, you may feel comfortable to hit connect and not even send a note, but if it's someone that you may not have been in touch with in quite some time, it's really a nice touch to send that note. And then the other facet that you want to consider about building connections is posting content on the platform and engaging with content with other people.

So for example, a lot of people come to me and they say, well, I'm not really active on social media. I have social media accounts and I'll like and comment on other people's stuff, but I don't like to post my own content. You actually can build a network on LinkedIn based on engaging and interacting
with the content of other people. So there are very outspoken lawyers who post consistently and constantly on the platform either as a form of mentoring other lawyers, posting relevant legal news, posting relevant things that they're doing in the legal community.

So if you go to an ABA conference or you attend a CLE or you attend a networking event sponsored by one of the local bar associations, that's a great thing to show that you're out there in the community and LinkedIn gives you that ability to share that with the world and also use hashtags that'll allow you to be found. So you can use hashtags like "law," "lawyers," "corporate counsel," "counsel." There's different ways to actually really expand your network of people across the country and world for that matter.

Lynn Howell: OK. So in LinkedIn, do the hashtags mean the same thing as they do on Twitter for our listeners?

Wendi Weiner: So LinkedIn is interesting. So if you go to your home page and you look at your home page, LinkedIn actually has – on the left side if you scroll down, it will say "followed hashtags" and LinkedIn gives you the ability to then hit "discover more." This is all on the bottom left column and there's various hashtags out there that are followed by thousands and millions of users.

So for example, like some of the most popular hashtags out there are "social media innovation," right now "work from home" is a huge one obviously given the COVID crisis, "COVID" is another one. For lawyers, a big one is "lawyers," "law," "case law." Those are big hashtags that lawyers specifically follow.

Now, for example, let's say you are very heavily involved in litigation. That's another one and what it does is people follow the hashtags. So when you use three hashtags, which I don't recommend more than three to four hashtags in your – at the bottom of your post or woven in throughout your post, is that content gets put into the LinkedIn feed of other people who are following those hashtags.
So ultimately, it's in your best interest as a lawyer to start using hashtags that the legal profession would generally use because it will lead to more visibility for you which, again, can lead to a bigger social network which then can lead to clients and other networking capabilities for yourself.

Lynn Howell: OK. All right. So good. Glad that – you always wonder if those hashtags are taking you over to Twitter or not. OK. So we've got our page up, we're starting to figure out how to network with other lawyers, we do our personalized note to people, unless we just saw them last week, to basically connect and you say expanding your social network and job searching. How does my LinkedIn brand help me with those two?

Wendi Weiner: So LinkedIn gives you the ability to be seen by a wide audience, whereas, let's say, for example if you are considering a job search, traditionally your resume is getting delivered to a hand-select number of people, but your LinkedIn profile is really your online resume. It's the gateway to having a network of decision-makers, recruiters, hiring partners and various companies and law firms to see you as a professional.

And I actually just wrote an article today in Thrive Global about tips on how to build connections on LinkedIn for a job search because as a business owner, your desire to build connections is going to be different than if you're a job seeker, right? So for me, for example, the people that I like to connect with on LinkedIn are obviously other lawyers, but there are also my potential clients, right? Because I work with a large – more than 65 percent of my clientele is lawyers, a lot of corporate counsels and also at the GC CLO level and I work with a lot of senior executives.

So people that I want to be connected to are potential clients of mine that may also not just be clients, but prospects that can refer me leads down the way. So the idea is is that if you build a very robust network on LinkedIn, it opens the door for people to know you and know about you before they actually have interaction with you. So it's a way for you to become more or less a household name so that people realize, oh, I've seen her content or I've heard about her or him before you've actually engaged in a conversation with that person.
Lynn Howell: OK. Now, what's the difference between where you see – where you can follow someone, usually it's someone a little more popular than me, but where they can be followed versus connecting?

Wendi Weiner: So I actually have my settings to follow. You can actually change it in your settings under your – you would have to go into "me" and then go into "settings." You can switch it from connect to follow. The reason why I have it set for follow is probably different than a lot of other people, but because I post content one to two times a week, I get a lot of people that are interested in following my content and I also have a lot of clients who are high-profile CEOs, (other) senior executives who may want to follow my content, but they don't necessarily want to be connected to me in case, let's say, their employer was to see that they're connected to me or the company sees that they're connected to me.

So they would rather just follow my content, so I actually have mine set to follow for that reason. The people who max out at 30,000 connections – well, LinkedIn allows you to have a maximum 30,000 connections. Once you hit that, then everything switches to follow. So the people that you probably see with follow may have it set up like I do because of that reason that I explained or they may just be maxed out on their connections and you have no choice, but to only follow them.

Lynn Howell: OK. So say someone was a follow only, but you wanted to get in touch with them through a private message on LinkedIn. Could you?

Wendi Weiner: You'd have to connect with them.

Lynn Howell: OK, but if they're follow only, are they still allowed to connect with you?

Wendi Weiner: They are still allowed to connect. So you can send a message, but I believe that LinkedIn has changed the way it's done so that now you would need to potentially have (inaudible) settings a lot recently. Like even if you go to – and I'll click on my profile. Like if you go below my about section, LinkedIn just really rolled out this new section called "featured" which is a really nice touch.
So the featured section, it used to be where you would add media for your company under your summary, but now you can actually attach articles and things like that so that this way, if you wanted someone to be able to schedule a consultation with you, you can link the consultation page or the contact page from your law firm into that featured section. So it gives you a lot of opportunities for people to reach out to you in other ways that – if you don't want, let's say, to message back and forth with someone on LinkedIn, you can have the link to your website or your contact page right in the featured section and have access.

Lynn Howell: OK. OK. So that's good tips. Now, what type of – lawyers always tend – we tend to congregate with other lawyers, but how do the regular general practitioner, other professionals, what would you suggest they do as far as reaching out maybe in their community to build up their LinkedIn if – because if they're in general practice in a small community, I mean, many people may already know them, but they maybe want to go countywide or beyond their border, shall we say. How do you suggest they do that?

Wendi Weiner: So I actually think it's really good to have connections with people who are outside of your geographic location because you never know if they're going to have someone to refer to you down the road. I think that that is super important to keep in mind is that as you're going through the process of building a network on LinkedIn, one of the problems that you have to consider doing is – and solutions as well is think about the way in which you want to build your network.

It shouldn't just be everyone in your geographic area, but for example, let's say someone approaches you and you're a criminal defense attorney and someone says, hey, my friend was in Colorado last week and got pulled over for a DUI. I know you don't practice in California, you practice in South Florida. Do you know a criminal defense attorney that specializes in DUIs in Colorado? So rather than, let's say, sending them on a Google search, you may actually be connected to a Colorado criminal defense attorney on LinkedIn who specializes in DUIs.
So think about how LinkedIn can actually allow you to really interact and connect with people that you can have a referral base with down the road. I mean, it gives you a lot of opportunity out there to really interact and engage and most people don't hit that 30,000 connection. A lot of people are on this accelerated path, they think that if they have the highest following possible they're going to automatically get leads, but followers don't always translate to ROI.

I recommend having, at minimum, several hundred connections so you have the ability to do more research. If you don't have enough connections, LinkedIn sort of penalizes you and restricts some of your search capabilities.

Lynn Howell: So what's like the magic number? Is it 500, 1,000? What kind of gets you out there? Because most people won't be able to hit 30,000 ...

Wendi Weiner: Right.

Lynn Howell: ... but what's the magic number that gets you out there?

Wendi Weiner: So I get that question asked a lot by clients and it used to be that you wanted to have 500 connections because the theory was, well, if you have 500 connections, you look like you're active on the platform and that you really exist, but I actually disagree with that. I have clients that come to me with only 250, some have 300 connections, I've had clients have several thousand connections. I don't think that numbers really matter when it comes to LinkedIn. Your goal should really be focused on the quality of the connection versus the number of people that you're connected to.

And keep in mind – so I've been on LinkedIn since 2008 and I switched over my account once I left or was getting ready to leave the practice of law. So I actually switched to my current e-mail address and had to create a new account for it. So it was back in like 2013 that I created the new account. So in seven years' time, I just hit over 11,000 connections and also keep in mind that I post content a couple of times a week with job search tips and branding strategies. So I'm more of what you would call an active user of the platform and I do get a lot of outreach for client engagement on there.
So to grow over seven years and be decently active on the platform and have 11,000 followers, that shows you what slow growth – and slow and steady wins the race – can do for you. I don't think that it's ...

Lynn Howell: So you ...

Wendi Weiner: Go ahead.

Lynn Howell: You brought up a good point because some of our members may be jobseekers and their account may have their e-mail address of their work account and if they're changing jobs, do they have to start all over again and build a new account or is there a way to change your e-mail address?

Wendi Weiner: There is a way to change your e-mail address. What happened for me is I was actually running, which you're not supposed to do, but I was running two accounts at the same time. I had my Wendi Weiner the lawyer account and then I was building up my LinkedIn account for my writing business. So I didn't even have my face. I had like a cartoon logo on it and so ultimately what I decided to do was when I was getting ready to potentially leave the practice of law, I was able to merge my old account with my current one that, to me, was more lucrative because it was the career coached account.

So what I wound up doing with it is merging my old account to my current one, the one I've been using since 2013. So I gained maybe 1,200, 1,300 connections at the time when I merged it in 2015, but you don't need to create a separate account. In fact, LinkedIn actually prohibits you from having multiple accounts and that's why I actually wound up merging it, but what happens is sometimes – and this is common – people create an the account in 2008 and don't log back in for several years and then one day they decide you know what? I want to go on LinkedIn.

So they go on LinkedIn, they have – they create a new account because they can't remember the password for the old account and so once they do that, then now they've got two accounts. So when someone looks for you, they don't know who to connect with. So LinkedIn has a setting in the privacy and settings area where you can actually merge the two accounts. If you don't
remember the password, you just have to contact LinkedIn and they will do it for you manually.

Lynn Howell: OK. So there is help out there. Good. Good. I can just imagine people, oh, I tried it when people told me how to do this years ago, now it seems to be something I really need to do. I don't remember any of it. Hang on. Which crazy e-mail address did I use? So that's good tips for our people.

Now, when you were at the unlock and the key tips and tricks on how to leverage technology on the platform and you've talked about you're sharing content and generate visibility from your speaking engagement, board leaderships and things like that. Where do you find that most of your – that people get most excited about on a content? And some of our people may be in a neutral environment where they may not be allowed to put controversial stuff out on their site, on their page. So how do you kind of get them to be able to push content that can increase their visibility, but not hurt themselves professionally?

Wendi Weiner: So I recommend not posting controversial topics unless you're prepared to get trolled on social media. So if you post something that can be considered controversial, you have to know that there's going to be people coming on there openly disagreeing with you, right? Because the one thing, even though it's a professional network, people are still behind a keyboard and people naturally, behind a keyboard, become keyboard warriors.

So there's different statuses that you can utilize on LinkedIn. So you can be the person that posts motivational content, maybe you just want to share articles and happenings in the legal community, maybe you want to share a story of success or a struggle you've had. So LinkedIn has kind of transformed, I would say, over the last two to three years. So it used to be the platform where people would maybe share articles on hot topics, but now it's become a place – I don't want to say it's like Facebook because it's not completely accurate.

To some people, it may seem that way, right? Because we're posting more personal things, but LinkedIn has become this community and platform where
people have a voice and they want to share that voice and LinkedIn actually encourages it. They have this award or status called LinkedIn Top Voice for people that put out a lot of content either daily or weekly on various topics. So they have a very niche focus from careers to social media, technology, education and so there are people that their passion is creating content for LinkedIn.

It's not my passion because I have clients to serve, but for some people it's a way for them to kind of have a voice, have a platform and communicate that active use of the platform to showcase either their writing style, their stories, their struggles and build their own different type of network. So don't feel intimidated by people who put out a lot of content, have a lot of views or comments or likes on a post.

What you really should be thinking about is what do I want to be known for, what do I want people to see me with and also the other consideration that you have is how do you want people to know more information about you and what you do? So it's really on you to decide what type of content you want to post on the platform. You don't have to post anything more than just what goes on in your day-to-day work or in your legal practice. You don't have to take it a step further and post about your personal life on LinkedIn.

Lynn Howell: OK. Now, so our people are out there, they're doing this, they're enjoying it and you hear all about different things, like with LinkedIn Premium, there's LinkedIn Learning and services like that. Do the lawyers really get into LinkedIn Learning or is that kind of a thing that just regular business people use? Have you seen them use it at all?

Wendi Weiner: Well, so you may not think of it from the point of view of like what lawyers would traditionally use for, let's say, a CLE, but there's different stuff to be learned about on the platform. So for example, let's say that you wanted to learn more about sharing content and posting content on the platform specifically. They have LinkedIn Learning modules for that that you can pay for. So those are optional things that you can do.
What I recommend is as you're getting started, kind of look at and observe some people who are posting content where you find you like their voice and follow with – follow along with them. One thing that I did want to mention is there's a lot of power in commenting on LinkedIn of posts that other people create and the reason that happens is because – so let's say, for example, I write a post and you write a really powerful comment on my post.

People will see that in my network, they will also see it in your network and let's say, for example, that comment, Lynn, gets 30 likes on it and the comments below it gets five, 10 likes. Your comment is going to sit at the top of my LinkedIn post and people are going to see it because LinkedIn automatically defaults to the most relevant content within the post. So you have the ability to become extremely visible on the platform just by engaging on the content of other people rather than posting your own content.

So what I tell people all the time, clients I work with, is don't feel compelled that you actually have to be this content creator and spend hours writing out potential social media posts for LinkedIn. You don't have to do that. You can begin by just engaging on content that other people are putting out there.

Lynn Howell: OK. Now, you mentioned earlier there's those keyboard warriors and the trolls and people who may not be that kind. So when you're commenting on a post, do we – should we consider following if your mama said you can't say something nice, don't say nothing at all is probably the stronger way to do it or is there some people who want to build a brand as contrarians in this world?

Wendi Weiner: Well, so there are some people out there that are – that are in the – are in the legal community and extremely outspoken on the platform. I say read your – if you're a solo practitioner and you make the rules, you can post whatever you want. If you work for a law firm, you may want to read their social media policy and make sure that you're not posting anything that could be construed as inappropriate.

Lynn Howell: OK. Well, we're getting near the end of our time, Wendi. So what are some of your last great tips for our listeners?
Wendi Weiner: I think that it's important to have the LinkedIn profile. You don't know what's going to happen in the next year to five years and even with the COVID crisis of what's happening, let's say that you want to be able to move or branch into another area of practice or you decide down the road that you want to go back to not working for yourself, but working for a law firm or a corporation, you want to be active on LinkedIn.

You want to have a profile that really helps you understand and develop your own personal brand because remember, your personal brand is not your job, it's who you are, what you stand for and how others see you across multiple spectrums. So again, focus on building your personal brand, then transform that brand by using LinkedIn powerfully to have the different sections that I mentioned, the about section, your experience section, your education, you can connect with alumni from your law school, et cetera and then consider engaging on content that other people write and even if you want to post your own original content.

There's a lot of value in the platform besides just dumping your resume or your firm bio into the platform. You can really gain a lot of opportunity by being active on it.

Lynn Howell: OK. Well, at this point, it gives me great pleasure to say thank you, Wendi, on behalf of our listeners. Well done and we look forward to your future presentations and you can find Wendi at TheWritingGuru.net. She's ...

Wendi Weiner: Actually WritingGuru, WritingGuru.net.

Lynn Howell: WritingGuru.net. OK. Thank you. And on behalf of the GP Solo Division, we thank you to both Wendi and our listeners and this concludes our call today. Thank you.

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