



Day One Resources & Homework

Books and Articles

[Book Yourself Solid](#) by Michael Port

[The Client-Centered Law Firm: How to Succeed in an Experience-Driven World](#)
by Jack Newton

[LinkedIn for the Reluctant Lawyer, Part I | ABA Law Practice Today](#) by
Elizabeth H. Munnell

[2020 Websites & Marketing](#) by Allison C. Shields Johs

Your “to-do” items from today:

1. Place a recurring monthly appointment on your calendar to “google” yourself and review the first three pages of search results
2. Create and complete your individual profile on LinkedIn (for a FULL set of instructions see the article above)
 - a. Include images - Profile and Cover
 - b. Craft an attention getting Headline (something more and different from just your job title and employer)

- c. Write your “About” section in 1st person and address it to your “ideal client”
 - d. Add relevant work Experience with results-oriented position descriptions using keywords and action verbs
 - e. Create your company profile (link to company pages for all positions under Experience)
 - f. Create personalized URLs for your individual and company profiles
 - g. Update your settings
 - h. Connect to people you know (and want to know)
3. **EXTRA CREDIT:** For a “next level” LinkedIn profile tune-up, check out this tool from CareerBlast - [LinkedIn Profile Type Indicator™ \(LPTI\)](#)
4. **EXTRA CREDIT:** Join the Modern Juris [LIKE-MINDED IN THE LAW](#) Facebook Group!

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Contact

www.modernjuris.com
arabago@modernjuris.com | 619-663-9166