



## Day Two Resources & Homework

### Articles, Tools, and a TedTalk

[How To Build The 'Know, Like And Trust' Factor In Business | YFS Magazine](#) by Danielle McDonald

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

[YouTube Videos: A Marketing Dream for Lawyers](#) By Ruth Carter

[Legal Directories: Best Lawyer Directories \(2020 List\)](#) by Chris Dreyer

[Understanding & Increasing Your Avvo Rating](#) by Juris Digital

[Website Authority Checker: Check the "Authority" Of Any Domain](#)

[Resources for Law Firms | Clio](#) for 2021, 2020, 2019, 2018, 2017, 2016 Clio Legal Trends Reports

[Elisabeth Steele, LLC - YouTube](#) for an inspiring YouTube channel chock full of advice for showing up on video and connecting with your viewers

[Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugetSound](#)

## Your “to-do” items from today:

1. Create a YouTube Channel
  - a. Set a goal to outline, script, and record at least three videos in the next 30 days
  - b. Post these videos to your channel
  - c. Share links to the videos on LinkedIn
  - d. Add a YouTube icon to your website
2. Claim and complete your individual profile on Avvo (for a FULL set of instructions see the article above)
  - a. Include photos
  - b. Add your website
  - c. Add positions, schools, awards, associations, publications, speaking engagements - especially law-related
  - d. Speak in 1st person
  - e. Request Peer Endorsements (but spaces these out for highest point benefits)
  - f. Add link-back to your profile from your website
3. Select at least two additional lawyer directories on which you will create and complete a profile in the next 30 days
4. **REMINDER:** Place a recurring monthly appointment on your calendar to “google” yourself and review the first three pages of search results
5. **EXTRA CREDIT:** Join the Modern Juris [LIKE-MINDED IN THE LAW](#) Facebook Group!

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