

# LINKEDIN FOR LAWYERS

GROWTH OPPORTUNITIES FOR YOUR LAW FIRM



ATTICUS™

*Great Practice. Great Life.*



# ABOUT US

We help lawyers grow great practices  
and cultivate great lives

- Group coaching programs
- Tailored 1x1 coaching
- Build My Great Team
- Specialized Workshops
- Education and Resources

# LORI PULVERMACHER

## PRACTICE ADVISOR

- Passionate about helping lawyers grow and transition their businesses.
- Prior to Atticus, Lori worked at notable organizations, including:
  - LIFT Consulting, Coach, trainer, and consultant in the areas of sales, leadership, communication, and organizational structure
  - Law As A Business (LAB), Director of Business Solutions, Director of Sales, and Lead Practice Solutions Advisor
  - ElderCounsel, LLC, sales, marketing, executive leadership, management
  - WealthCounsel, LLC, marketing, education, and events
- On the Board of Directors for these organizations:
  - Girls on the Run—South Central Wisconsin
  - Spring Green Area Chamber of Commerce
  - Kaul Community Park
  - Ithaca Youth Baseball & Softball
- Girl mom, wife, small business owner, Packerbacker, and a fan of the outdoors





# OBJECTIVES

- Discover the difference between a LinkedIn Profile and a LinkedIn Business Page
- Find new ways to connect with your audience
- Aid yourself in building credibility
- Use LinkedIn to rank in search results

# QUESTIONS

To ask a question, there are two methods:

1

Use the chat function to send a question.

2

Click the hand icon which can be found in Reactions to indicate you have a question or comment, and we'll call on you. When we do, we will "unmute" you so that you can be heard.

# WHY LINKEDIN?



Over 830  
Million Members



More than 58 Million  
Registered Companies



More Effective than  
Facebook & Twitter



Users have above-  
average income

GREAT PRACTICE.  
GREAT LIFE.



Lori Pulvermacher, MBA

Supporting attorneys who are brilliant practitioners in their desire to be great business professionals.

Greater Madison Area - Contact info

500+ connections

Open to Add profile section

Experience

**Certified Practice Advisor**  
Atticus - Full-time  
May 2022 - Present · 1 yr 2 mos  
Madison, Wisconsin, United States

We help attorneys grow great and thriving practices, increase revenue, and enhance their lives. Since 1988, Atticus has developed strategic growth

**Trainer and Consultant**  
LIFT Consulting, LLC - A Sandler Training Company - Full-time  
2021 - Present · 1 yr  
Madison, Wisconsin, United States

LIFT is a business consulting firm committed to making an impact on job organizations by developing their greatest assets—their team—to meet t

**Law As a Business**  
Full-time · 2 yrs 6 mos

**Director of Business Solutions**  
Dec 2020 - Jan 2021 · 7 mos

**Practice Solutions Advisor and Sales Leader**  
Jan 2019 - Jan 2021 · 2 yrs 1 mo  
Denver, Colorado, United States / Remote

\* Founded the division to diversify the business and increase revenue  
\* Advised law firms owners on business development and marketing, in

**ElderCounsel, LLC**  
Full-time · 6 yrs 5 mos

**Executive Leadership Team Member**  
Nov 2015 - Jan 2021 · 5 yrs 8 mos  
Bend, Oregon, United States / Remote

\* Served in a key executive leadership role defining and guiding the old business...

**Director of Account Management and Member Services**  
Apr 2016 - Jan 2019 · 2 yrs 10 mos  
Bend, Oregon, United States / Remote

\* Theorized department to a proactive position to anticipate customer and exceeding the collective member customer lifecycle...

**Marketing Manager, Education and Special Events**  
Feb 2017 - Apr 2018 · 1 yr 1 mo  
Bend, Oregon, United States / Remote

\* Led marketing strategies and campaigns to improve the visibility of educational offerings...

**Marketing Manager and Senior Education Specialist**  
WestCounsel, LLC - Full-time  
Nov 2004 - Feb 2015 · 10 yrs 1 mo  
Madison, Wisconsin, United States

\* Charged with growth and brand reputation through marketing and sales  
\* One of the first five employees to join the organization resulting in a

Show all 9 experiences

Education

**Edgewood College**  
Master of Business Administration - MBA, Business Administration and

**Sandler**  
Sales and Leadership  
2017 - May 2022

An effective, proven, and measurable way to increase sales and success

**Upper Iowa University**  
Bachelor of Business Administration - BBA, Business Administration and

Accounting and Finance \* Wisconsin College (WCA) (Data Spoken Ch)  
\* National Collegiate (NCA) (Data Spoken Ch) (DCC)



**Sandler Sales Mastery Training Program**  
LIFT Consulting, LLC - A Sandler Training Company

**Sandler's Sales Mastery Foundations Course**  
LIFT Consulting, LLC - A Sandler Training Company

Volunteering

**Board Member**  
Girls on the Run - South Central Wisconsin  
Jun 2022 - Present · 1 yr 1 mo  
Children

Girls on the Run inspires girls to be joyful, healthy, and confident using a fun, experience-based curriculum that creatively integrates running. We envision a world where every girl knows and activates her limitless p...see more

**Board Member**  
Spring Green Area Chamber of Commerce  
Apr 2018 - Present · 5 yrs 3 mos  
Economic Empowerment

The Spring Green Area Chamber of Commerce is an organization whose purpose is to serve, create, improve, and sustain the business, climate and regional economy resulting in a great place to visit, live, work and play.

**Committee Member & Volunteer**  
Bear Valley Community Park  
Jan 2020 - Present · 3 yrs 6 mos

Show all 5 volunteer experiences

Skills

Demonstrate skills

Marketing

Endorsed by Mark Miller who is highly skilled at this

Endorsed by 7 colleagues at ElderCounsel, LLC

65 endorsements

Strategic Planning

Endorsed by 5 colleagues at ElderCounsel, LLC

37 endorsements

# BUILD YOUR PROFILE

- Photos
- Tagline
- Location
- About
- Experience
- Education
- Volunteering
- Interests

# LINKEDIN PROFILE vs. BUSINESS PAGE

- Profile comes first, then business page
- Representation: Individual vs. Organization
- Elevate the Brand
- Connections vs. Followers
- Advertising options
- Both are free!
- Increase SEO





# PERSONAL PROFILE VS. BUSINESS PAGE



**Merrell Bailey** (She/Her) · 1st  
Managing Partner at Your Caring Law Firm  
Maitland, Florida, United States · [Contact](#)  
[500+ connections](#)



## Your Caring Law Firm

Law Practice · Maitland, FL · 92 followers · 6 employees



**Merrell Bailey** (She/Her) · 1st  
Managing Partner at Your Caring Law Firm  
1d ·



**Your Caring Law Firm**

92 followers  
1d ·

[+ Follow](#)

Tickets are on sale now to our Barbie Watch Party!  
Join us!  
We'll meet Tuesday, July 25th, 5:30pm at ...see more



# MAKE CONNECTIONS

- Search for connections
- Link existing connections from email or other social media platforms
- Personalize connection requests
- Follow-up on in-person meetings/networking events
- Use LinkedIn QR code
- Include LinkedIn icon on website and link to profile or business page
- Invite connections to follow your business page






**Lori Pulvermacher, MBA**

Supporting attorneys who are brilliant practitioners in their desire to be great busi...

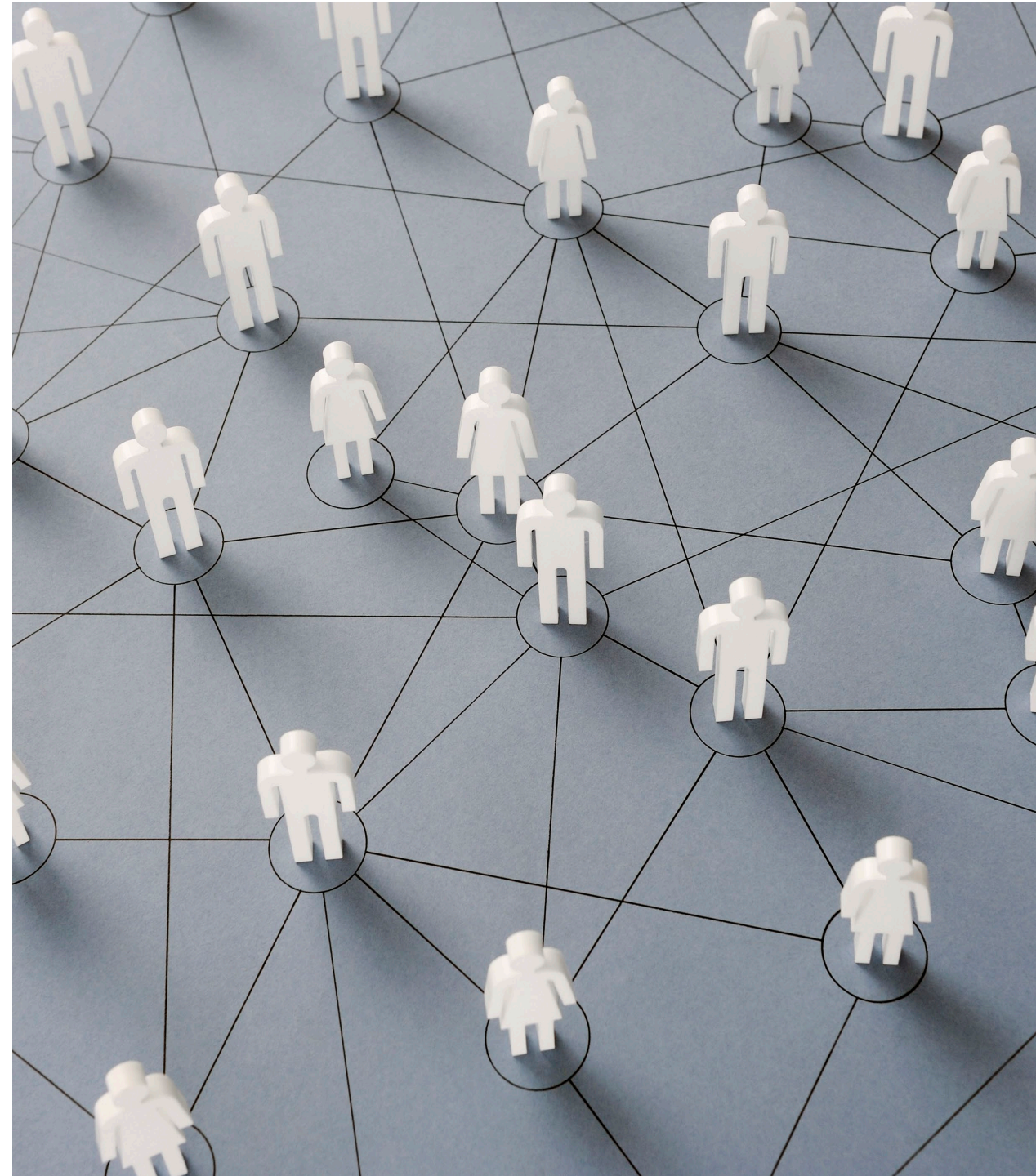


# LINKEDIN QR CODE

- 1 Open the LinkedIn app on your mobile device.
- 2 Tap the  **QR code** in the **Search bar** at the top of your LinkedIn homepage.
- 3 Tap the **My code** tab to find your QR code.
- 4 You can tap:
  -  **Share my code** to share your QR code via message, email or other third-party apps.
  -  **Save to photos** to save a copy of your QR code to your mobile device's photo gallery.

# WAYS TO CONNECT

- Optimize profile
- Share relevant content
- Engage with others' content
- Join and participate in groups
- Use private messaging
- Utilize LinkedIn Live and Video
- Encourage employee engagement
- Analyze and adapt



# Building Credibility

A gradual process that requires consistency, value creation, and active engagement.

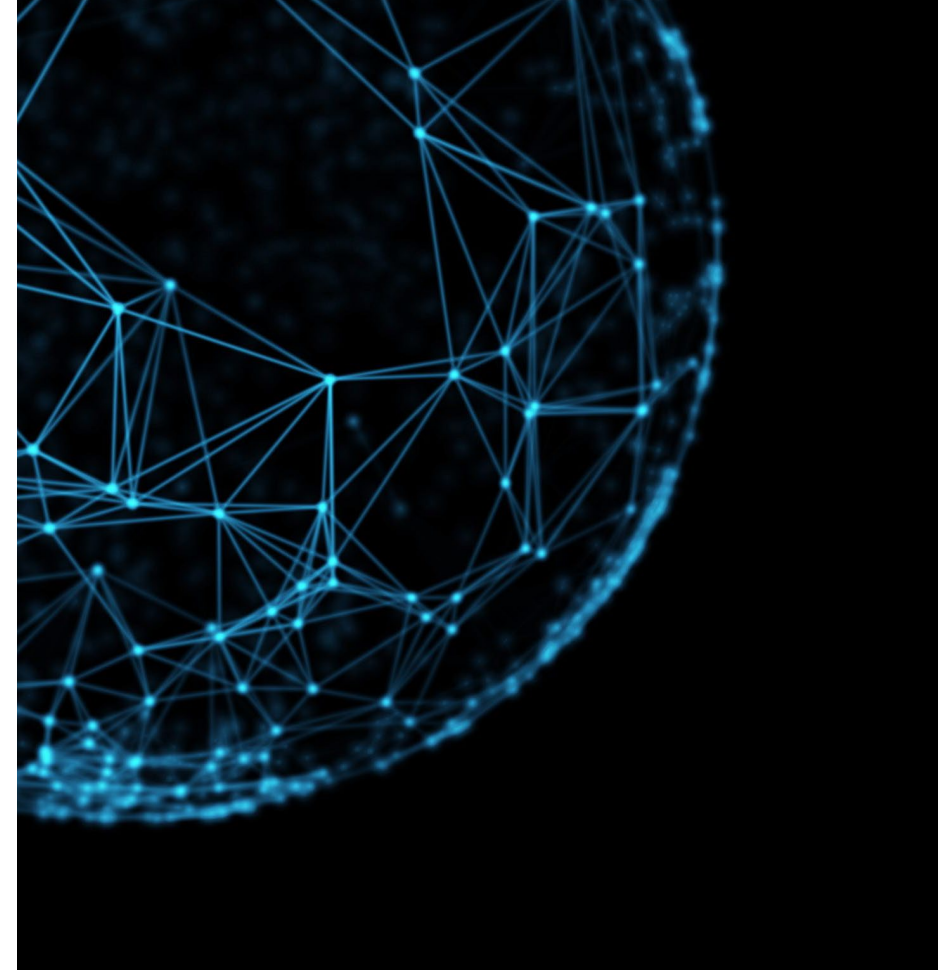
# BUILDING CREDIBILITY

- CONTENT
  - Posts, Articles, Videos
  - Case studies, success stories, testimonials
- Engage with others
- Seek and provide recommendations
- Share success stories and case studies
- Webinars and events



# SEARCH ENGINES & RANKING RESULTS

- Plug into a powerful platform
- Profile optimization
- Backlinks
- Content sharing and media integration
- Network engagement



# ANALYTICS

Lori Pulvermacher, MBA • You  
Supporting attorneys who are brilliant practitioners in their desire t...  
3mo • 🌐

🗨️ What is preventing you from successfully and consistently marketing?

Marketing and networking can be challenging. ...see more



Lesley Kenneally and 13 others 4 comments

👍 Like 🗨️ Comment 🔄 Repost 📌 Send

📊 510 impressions [View analytics](#)

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Supporting attorneys who are brilliant practitioners in their desire t...  
1mo • 🌐

That's a wrap on #75hard!  
On day 76, I ran a 10K to commemorate the experience and come out of runner's retirement. ...see more



Valerie Peterson and 28 others 6 comments

👍 Like 🗨️ Comment 🔄 Repost 📌 Send

📊 1,137 impressions [View analytics](#)

Lori Pulvermacher, MBA reposted this

Atticus Lawyer Coaching  
836 followers  
1mo • 🌐

Did You Know More Than 30 Million Companies Use LinkedIn For Business?

Join us on June 27th as Lori Pulvermacher dives into the profess ...see more

AN ATTICUS WEBINAR

## LINKEDIN FOR LAWYERS

GROWTH OPPORTUNITIES FOR YOUR LAW FIRM

**LORI PULVERMACHER**  
PRACTICE ADVISOR

Zoom, Livestream

June 27, 2023

12:15 pm - 1:00 pm ET

ATTICUS [www.atticusadvisantage.com](http://www.atticusadvisantage.com)

You and 4 others 1 repost

👍 Like 🗨️ Comment 🔄 Repost 📌 Send

Lori Pulvermacher, MBA • You  
Supporting attorneys who are brilliant practitioners in their desire t...  
3w • 🌐

Last week I had the opportunity to join [John Hinson](#) for a discussion on marketing hesitation and confidence for a [Spotlight Branding](#) podcast episode. ...see more



Viad Portnoy, Esq. and 6 others 4 comments · 1 repost

👍 Like 🗨️ Comment 🔄 Repost 📌 Send

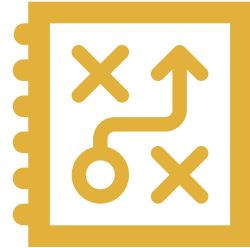
📊 523 impressions [View analytics](#)



# DOING GREAT LEGAL WORK, BUT NO NEW CLIENTS?



- Marketing is an essential activity for every business
- Without new clients, a law firm won't survive



- Learn strategies to generate consistent, quality referrals and new clients
- Implement tactics to dedicate focus and resources to marketing



- Develop marketing action plans
- Measure your results with the system this program teaches



- Led by a dedicated facilitator
- Virtual group setting
- Learn best practices
- Hear from your peers

## *Atticus Rainmakers*

Obtain more leads and referrals, while increasing your attention on essential marketing activities.

You'll also gain an accountability partner and support system!

# BUILDING A STRONG LAW FIRM CULTURE – PART 2: CORRECTING TIME MANAGEMENT AND MARKETING MISTAKES

**JULY 19, 2023**

**2:00 –4:00 PM ET**

- Register today and get ½ off!
- Link in the chat box
- Use Promo Code: **REVERSE2** at check-out



# LAW FIRM GOALS – IMPROVE YOUR GROWTH PLAN AND FINISH THE YEAR STRONG

**JULY 25, 2023**

**2:00 – 3:30 PM ET**

- Register today and get ½ off!
- Link in the chat box
- Use Promo Code: **GOALS50** at check-out



# CONNECT WITH ATTICUS

- Subscribe to Great Practice. Great Life by Atticus podcast  
<https://podcasts.apple.com/us/podcast/great-practice-great-life-by-atticus/id1636511715>
- Follow us
  - LinkedIn <https://www.linkedin.com/company/atticuslawyercoaching>
  - Instagram <https://www.instagram.com/atticuslawyercoaching>
  - Facebook <https://www.facebook.com/atticuslawyercoaching>
  - YouTube <https://www.youtube.com/user/atticuslawyercoaching>
  - Tik Tok <https://www.tiktok.com/@atticuslawyercoaching>



**Tik Tok**



# Final Thoughts and Questions

Thank you!  
[grow@atticusadvantage.com](mailto:grow@atticusadvantage.com)



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