LinkedIn for Lawyers: Action Guide

Three practical tools to improve your profile, create useful thought leadership and build a sustainable LinkedIn habit.

1. The 5-Minute LinkedIn Profile Check

PHOTO	Do I look like myself today? Is the image professional, current and recognizable?	[ ] Yes [ ] Update
HEADLINE	Does it say what I am known for - not only my title or firm?	[ ] Yes [ ] Update
ABOUT	Does it explain who I help, what I know and the problems I solve?	[ ] Yes [ ] Update
EXPERIENCE	Does my current role describe my actual practice areas, industries and expertise?	[ ] Yes [ ] Update
PROOF	Have I featured something that demonstrates expertise - an article, presentation, guide or other useful resource?	[ ] Yes [ ] Update

30-second test: If someone who had never met you - or a search engine - looked at your profile, would they know what to hire or refer you for?

2. The 2-Minute LinkedIn Post Planner

Start with something you already know: a common client question, legal development, misconception, professional observation, or firm/personal update where you can add perspective.

HOOK	Give someone a reason to stop scrolling.
INSIGHT	Tell them something useful or unexpected.
WHY IT MATTERS	Connect the insight to the people or situations it affects.
TAKEAWAY	Leave the reader smarter or with a practical next step.

Hook	
Insight	
Why it matters	
Takeaway	

Sustainable goal: One genuinely useful original post every 2-4 weeks. You do not need to document your day; extract the insight from your work.

3. The 3-2-1 LinkedIn Action Plan

A realistic system for lawyers who want more visibility and business-development value without living on LinkedIn.

3 MEANINGFUL COMMENTS	Add useful perspective to posts from clients, referral sources, colleagues, industry leaders or your firm. A substantive comment can demonstrate expertise without requiring an original post.
2 STRATEGIC CONNECTIONS	Connect with people you met, worked with, were introduced to or genuinely want to maintain in your professional network.
1 USEFUL POST	Aim for one thoughtful original post every 2-4 weeks. Start with a question, legal development, misconception, observation or relevant personal/firm moment.

Make LinkedIn Part of Real-World Networking

Meet someone -> Connect -> Stay visible -> Engage -> Demonstrate expertise -> Be remembered when an opportunity or referral arises.

Your 7-Day Action

[ ] Complete the 5-minute profile review

[ ] Update one profile element that needs work

[ ] Draft one post using Hook -> Insight -> Why It Matters -> Takeaway

[ ] Leave three meaningful comments

[ ] Add two strategic connections

[ ] Engage thoughtfully with one useful firm post

The one action I will complete this week:

You don't need to become a content creator. You need to make your expertise more visible.