



# THE BUSINESS OF SOCIAL

Social Selling  
for Lawyers

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LawyersLaunchpad™

# WHAT IS SOCIAL SELLING?

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Using social networks to attract target audiences and engage ideal clients who want what you have to offer.

# WHY IS **SOCIAL SELLING** NECESSARY?

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Create a foundation for building a book of business and cycle of referrals.

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1 Brand

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3 Content

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Expertise

4 Relationship

Builds  
Engagement

# HOW DO YOU ACCOMPLISH SOCIAL SELLING?

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1 Find your target audience

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- 1 Find your target audience
- 2 Listen to and observe your ideal clients
- 3 Share resources on-demand
- 4 Provide thought-leadership at the point of interest
- 5 Offer solutions in the time of need

# WHERE DO YOU EXECUTE SOCIAL SELLING?

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Social Platforms  
and Networks

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Social Platforms  
and Networks

1 Firm website

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Social Platforms  
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- 1 Firm website
- 2 Personal blog



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Social Platforms  
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- 3 Medium



# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

1 Firm website

2 Personal blog

3 Medium



4 LinkedIn



# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

1 Firm website

2 Personal blog

3 Medium



4 LinkedIn



5 Instagram



# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

1 Firm website

2 Personal blog

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4 LinkedIn



5 Instagram



6 Snapchat










# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

1	Firm website	
2	Personal blog	
3	Medium	 Medium
4	LinkedIn	<b>LinkedIn</b>
5	Instagram	 Instagram
6	Snapchat	 snapchat
7	Quora	<b>Quora</b>





# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

- 1 Firm website
- 2 Personal blog
- 3 Medium  Medium
- 4 LinkedIn  **Linked in**
- 5 Instagram  Instagram
- 6 Snapchat  snapchat
- 7 Quora  **Quora**
- 8 Twitter -> Periscope   Periscope

# WHERE DO YOU EXECUTE SOCIAL SELLING?

## Social Platforms and Networks

- 1 Firm website
- 2 Personal blog
- 3 Medium  Medium
- 4 LinkedIn 
- 5 Instagram  Instagram
- 6 Snapchat  snapchat
- 7 Quora 
- 8 Twitter -> Periscope   Periscope
- 9 Facebook -> Facebook Live  

# WHEN DO YOU GET RESULTS?

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Depends on  
Five Factors

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1 Brand Equity

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- 1 Brand Equity
- 2 Brand Currency
- 3 Practice Area Sales Cycle

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- 1 Brand Equity
- 2 Brand Currency
- 3 Practice Area Sales Cycle
- 4 Urgency of Need
- 5 Onboarding

# YOUR NEXT STEP:

## Lawyers Do Social Media

2-Day Hands-On Bootcamp for Lawyerpreneurs  
Downtown Washington, DC  
Limited Space

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[www.LawyersLaunchpad.com](http://www.LawyersLaunchpad.com)

Discount Code for DC Bar Members: Practice360

# ABOUT TASHA "TC" COOPER



- Tasha "TC" Cooper is an attorney, author, Internet publisher and President of UpwardAction® – a digital marketing and online training company. A teacher at heart, TC has used UpwardAction® to teach thousands of lawyers, business owners and leaders how to leverage the power of social media to increase their impact, expand their influence and diversify their income through on-line and in-person trainings. More 40,000 collectively follow TC on key social networks.
- TC has been engaged by clients that include NASA, Wall Street Project Economic Summit, Hampton University, Rutgers Business School, Levin Institute for Entrepreneurship, Maryland Bar Association, DC Bar Association and numerous individual attorneys, consultants, and small professional firms. She has contributed to numerous publications that include Black Enterprise Magazine, Speaker Magazine, California Bar Journal and Washington Lawyer Magazine.
- TC is a graduate of Columbia Law School, where she was a Harlan Fiske Stone Scholar, a Honors College graduate of Hampton University, and a graduate of the Coach U Corporate Coaching Track. She lives by her personal mantra – Build your moxie, transform your life!



# ABOUT LAWYERSLAUNCHPAD™

- LawyersLaunchpad™ is the social media training center for attorneys powered by UpwardAction®. We help practicing and recovering lawyers leverage the power of LinkedIn, Twitter and Email Marketing to build influential brands and develop business opportunities.
- UpwardAction® is a digital media company that helps service providers and subject matter experts use the Internet to increase impact, expand influence and diversity income. We do this through on-demand social media training courses, customized digital marketing plans and featured profiles on our industry websites.