

Magnetize Your Law Firm with LinkedIn

A Guide for Lawyerpreneurs

Magnetize



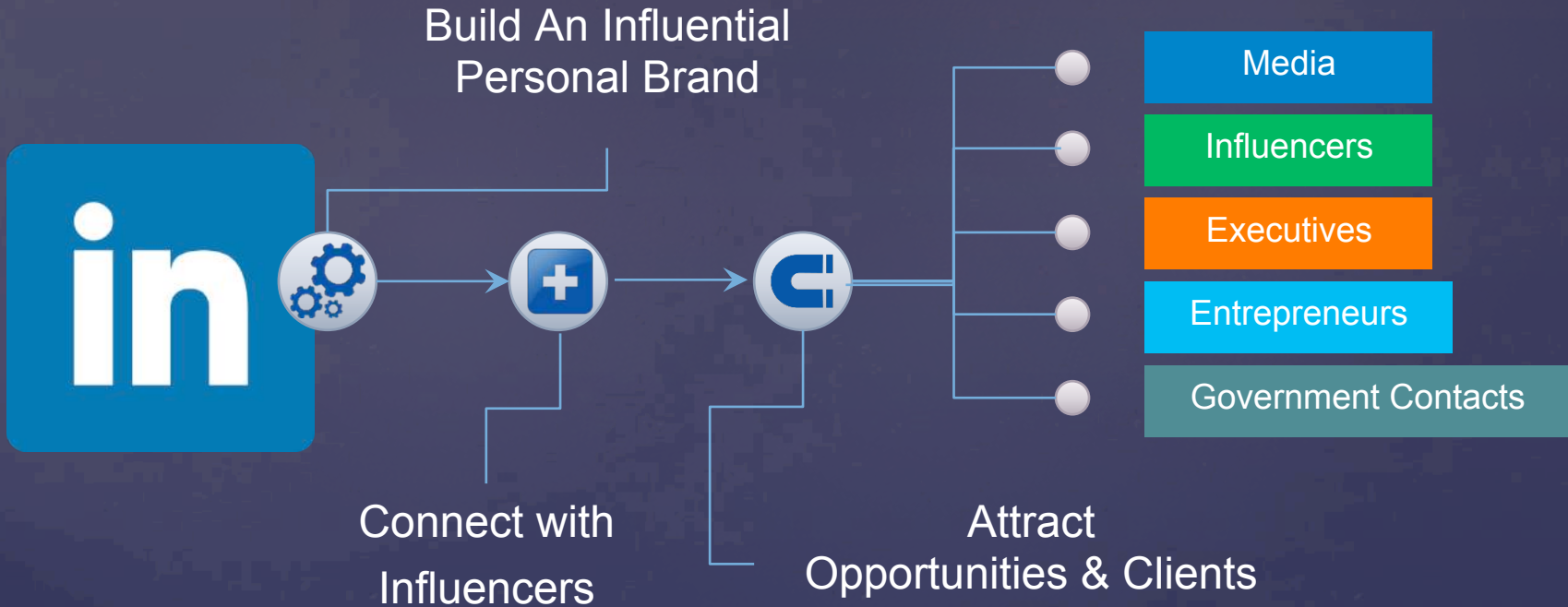
to exert an attracting or
compelling influence upon



to memorize

Why LinkedIn?

3 Reasons to Magnetize LinkedIn



5 Truths About LinkedIn



People will judge your profile.



You've got to warm up cold connections in order to be influential.



Your status updates amplify your story.

5 Truths About LinkedIn



Your LinkedIn posts
expand your influence.



Your company page expand
your law firm's footprint.

We'll Cover 4 LinkedIn Essentials Today



Optimized
Profile



Connection
Strategy



Mind Your
Numbers



Track Your
Results

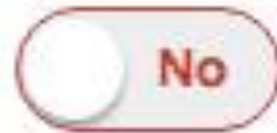
Magnetize Your Profile
Increase Your Impact

Before You Optimize Your Profile

Turn Your Notifications OFF

Notify your network?

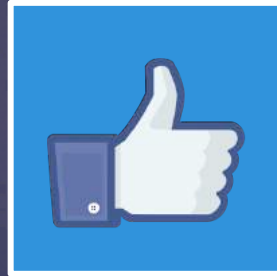
No, do not publish an update to my network about my profile changes.



Use a Clear Photo



Focus



Personality



Brand

Use a Descriptive Headline



Tasha (TC) Cooper

500+
connections

Digital Advertising and Social Media Marketing
Consultant | Online Publisher

Washington, District Of Columbia | Professional Training
& Coaching

Current	UpwardAction®
Education	Columbia University School of Law
Recommendations	28 people have recommended Tasha (TC)
Websites	Get Our eNewsletter 4 Lawyers Get Our Social Marketing Tips Advertise on Our Websites

Include Keywords

Intellectual Property/Technology Transactions Lawyer at Snell & Wilmer

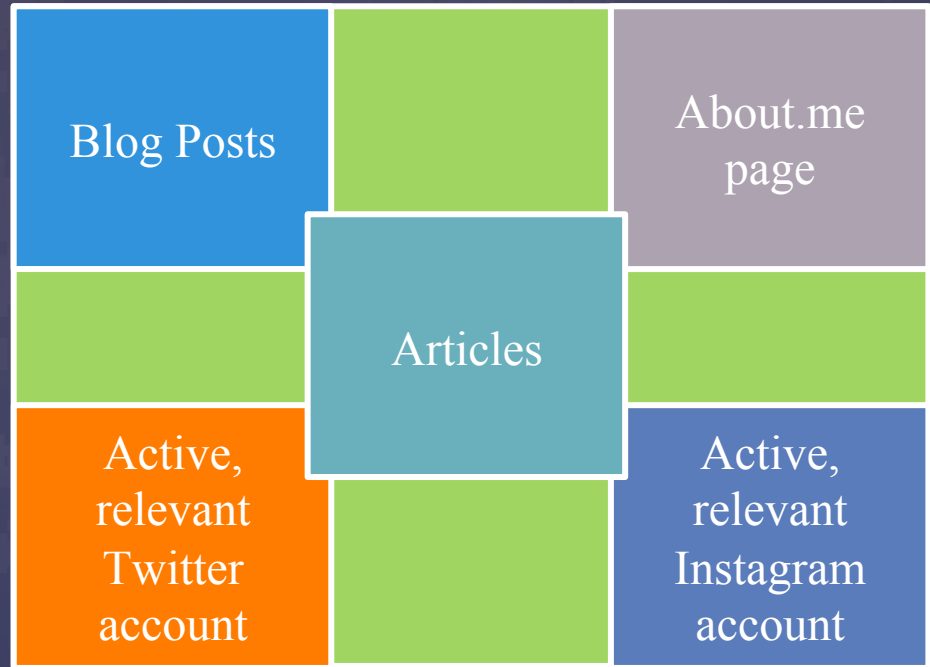
Transaction Tax Attorney (Mergers & Acquisitions)

Family Law Litigation Attorney at Phipps Family Law, P.A.

Traffic Defense Lawyer: DUI & Reckless Driving

Connect your online
brand assets to your
LinkedIn Profile.

Build Your Personal Brand



Add Your Contact Details

1. Go to your profile page and click *Contact Info* underneath your headline.
2. Edit areas where you see the pencil icon to add your contact details.
3. Be sure to add links and descriptions for your websites and pages where people can get to know, like and trust you even more.

Tasha (TC) Cooper 3rd
Digital Advertising and Social Media Marketing Consultant | Online Publisher
Washington, District Of Columbia | Professional Training & Coaching

Current UpwardAction®
Previous Wall Street Project Economic Summit, New Jersey Small Business Development Centers, National Coalition of Black Meeting Planners
Education Columbia University School of Law

[Connect](#) [Send Tasha \(TC\) InMail](#) 500+ connections

<https://www.linkedin.com/in/upwardaction> [Contact Info](#)

Visible to your connections

Email coachtc@upwardaction.com [✎](#) Phone [\(800\) 753-6576 \(work\)](tel:(800)753-6576) [✎](#)

IM [upwardaction \(Skype\)](#) [✎](#) Address [✎](#)

Visible to everyone on LinkedIn

[Twitter](#) [upwardaction](#) [✎](#)

[WeChat](#) [✎](#)

[Websites](#) [Get Our eNewsletter 4 Lawyers](#) [✎](#)
[Get Our Social Marketing Tips](#)
[Advertise on Our Websites](#)

<https://www.linkedin.com/in/upwardaction> [Contact Info](#)

Highlight What's Important



Tasha (TC) Cooper

Digital Advertising and Social Media Marketing
Consultant | Online Publisher

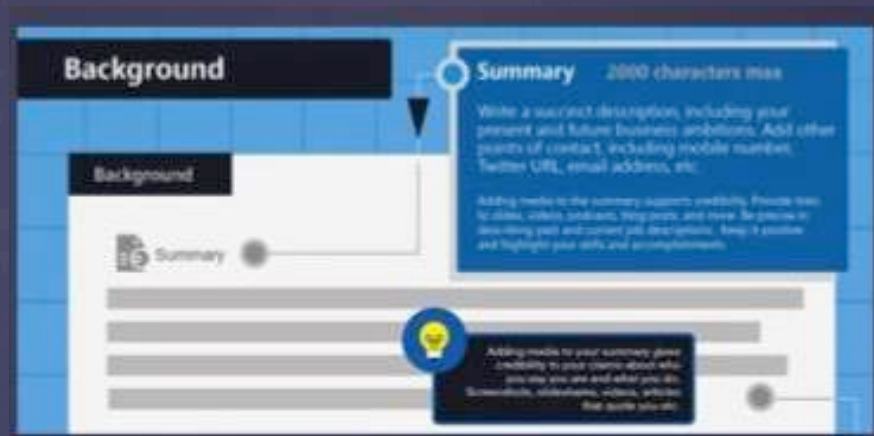
Washington, District Of Columbia | Professional Training
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Current UpwardAction@
Education Columbia University School of Law
Recommendations **28** people have recommended **Tasha (TC)**
Websites Get Our eNewsletter 4 Lawyers
Get Our Social Marketing Tips
Advertise on Our Websites

Make Your Summary Count

- ❖ Tell your law firm's story.
- ❖ Provide insight into your motivations.
- ❖ Provide insight in what it's like to work with you.
- ❖ Provide insight into your drive and ambition.
- ❖ Let's take a walk through great summary section. Join me.



Describe Your Educational Background, *in detail.*

❖ Honors

❖ Activities

❖ Leadership positions

❖ Highlights of your experiences at the institution.

Education

Columbia University School of Law

JD, Law, Harlan Fiske Stone Scholar

1996 – 1999



Attending Columbia Law School and living in New York City provided a rich academic and social experience. This is especially true for a person who grew up in the rural south with grandparents who were sharecroppers and farmers.

While being taught by world-class professors and practitioners, I also took full advantage of life outside of CLS. Thanks to Professors Barbara Schatz and Conrad Johnson, I used my time in Columbia's Non-Profit Clinic to work with a nonprofit and small businesses in Harlem just when the Harlem Empowerment Zone was established. I advised the Harlem Partnership Center on legal and business matters, while taking community building classes at CUNY during the evenings. I also had the honor of working for the Honorable Judge Cornelius Blackshear, in the S.D.N.Y. Bankruptcy Court, during the Chapter 11 bankruptcy proceedings of The Wiz.

Because of my professors, fellow students, judge and Harlem, attending CLS has contributed to the lawyerpreneur I am today.

Activities and Societies:

Nonprofit and Small Business Clinic; Street Law Volunteer; Business Law Review; Judicial Externship, S.N.D.Y. Bankruptcy Court with the Honorable Cornelius Blackshear; Black Law Students Association, Executive Board.

Describe Your Employment History, *in detail.*

List what's relevant to your legal expertise and personal brand.

Use Keywords

Law Jobs

Non-Legal Positions

Experience

President | Social Media Strategist | Internet Marketing Consultant | Online Publisher



UpwardAction® Media

April 2009 – Present (7 years 2 months) | Washington, DC

TC Cooper is a leader in helping experts and professionals (e.g., lawyers and consultants) leverage the power of social media, Internet marketing and digital technology to increase impact, expand influence and diversity income. She also helps clients build business assets through intellectual property. TC's strategies and programs have been proven to help clients shorten their sales cycle.

While at UpwardAction® Media, TC has most recently developed the #CooperZone Virtual Learning Academies to provide on-demand training that helps professional service provide leverage the power of LinkedIn, Twitter, Live Streaming and Social Marketing. Learn more at www.CooperZone.TV.

UpwardAction® is a social media and Internet marketing advisory. We provide consulting services, coaching programs and digital learning opportunities.

Assistant General Counsel / Assistant Secretary

Movado Group, Inc.



October 2005 – April 2009 (3 years 7 months) | Paramus, New Jersey

As Assistant General Counsel, I provided legal counsel for merchandise branding, online and print advertising, and marketing activities (including social media) related to the Movado, Hugo Boss, Juicy Couture, ESQ and Tommy Hilfiger watch brands. I also negotiated all commercial leases and many of our international distribution agreements. In addition, I provided legal counsel on general corporate/commercial transactions and managed outside counsel on employment and other human resource matters.

As Assistant Corporate Secretary, I attended board meetings when the Corporate Secretary was unable to attend. I was also responsible for preparing official board minutes.

▼ 4 recommendations, including:

Create a Vanity URL

Your full name

</>

Last name, first initial

</>

Descriptive title

</>

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/upwardaction 

List Your Publications

Publications

+ Add publication



Faith Focus Flow: 52 Lessons for Christianpreneurs

UpwardAction Media

December 1, 2015

#1 Amazon Best Seller

The bible provides many lessons for building and managing a Christ-centered business. These lessons are taught through detailed instructions and examples that are inspired by God. In this powerful and practical book, TC Cooper connects 52 passages from the Bible with business building tips that are relevant and useful for Christian entrepreneurs (aka...

117 Ways to Grow Your Business with Twitter

UpwardAction Media

2013

Twitter is a powerful tool for making connections, while building a powerful personal brand. In this short book that makes a big impact, TC Cooper shares 117 tips for exactly how professionals can leverage the power of Twitter to increase their impact, expand their influence and diversify their income.

Securities in the Electronic Age: A Practical Guide to Law and Regulation



Glasser Legalworks

2000

4 authors



Tasha (TC) Cooper

Digital Advertising and Social Media Mar...



Harvey L. Pitt



Mark J. Dorsey



Peter H. Schwartz



Books



Law review articles



Published articles

Tell Us About What Matters

List all of your professional certifications.

List important organizations.
Be descriptive about your work and add supporting documentation where possible.

Certifications

Certified Business Coach

Organizations

New Jersey Association of Women Business Owners

State Vice-President of Marketing

2009 – 2011

As State VP of Marketing for the largest association in the state of New Jersey for business owners, I managed state-wide traditional marketing, online marketing and social media campaigns.

I also served as the managing editor and a columnist for The Bottom Line (a bi-monthly print and online newsletter distributed to members and sponsors).

Junior League of Montclair-Newark

Education & Training Chair 2008-09; Community Advocates Chair 2007-08;
Provisional Class Co-Chair 2006-07

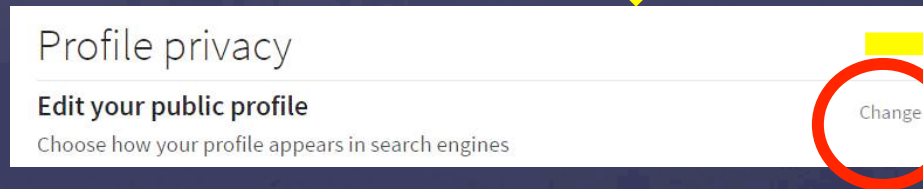
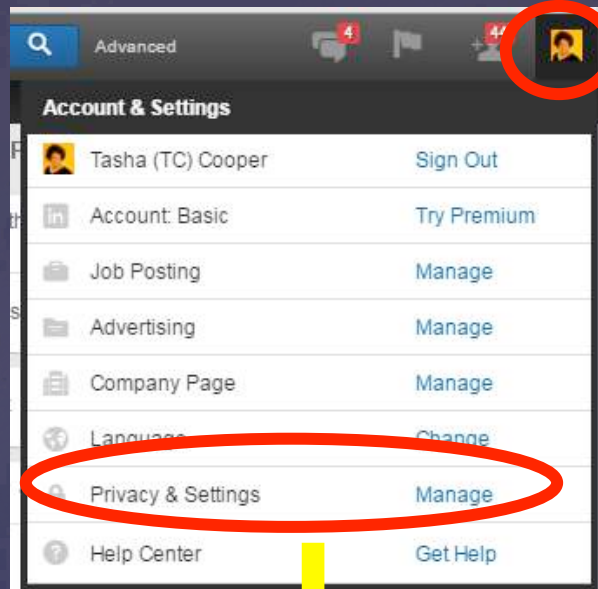
2008 – 2011

As Co-Chair of my Provisional Class of the Montclair-Newark chapter of the Junior League, I helped to plan and coordinate our provisional class project "Know Before You Go" and other activities. The "Know Before You Go" project brought high school senior, college freshman, sex-education facilitators and rape counselors together for a day of education and training as we helped...

Make Your Profile Public

1. Go to www.linkedin.com/profile/public-profile-settings to navigate to the profile settings page; or you can click on your face at the upper-right corner of the page and click *Privacy & Settings > Privacy tab*.

2. Click *Change* next to *Edit your public profile*. Select *Make my public profile visible to everyone*, then save.



Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.
[Learn more >](#)

- Make my public profile visible to no one
- Make my public profile visible to everyone
 - Basics
 - Picture
 - Headline
 - Websites
 - Posts
 - Summary
 - Skills
 - Current Positions
 - Details
 - Past Positions
 - Organizations
 - Publications
 - Certifications
 - Education
 - Details
 - Recommendations
 - Interests
 - Honors and Awards
 - Groups

Magnetize Your Connection Strategy
Expand Your Influence



Daniel Mills

Assistant Director, Practice Management Advisory Service at DC Bar

“ Tasha understands the challenging issues lawyers face when communicating with the public, prospective clients and clients in a competitive market. TC has presented several times at the DC Bar and most recently, on LinkedIn 1/17/14, and she always brings a fresh, relevant approach to a complicated dynamic. I always learn from TC and we always have great feedback. ”



Femeia Adamson, Esq.

Congressional Relations Liaison & Special Advisor

“ I attended a lunch and learn session that Tasha led on using social media. She gave a great overview of ways to grow and expand your practice through Twitter. It was informative and engaging. I learned about resources that will be useful going forward. She opened a new world to me and I'm excited about using what she taught. ”



David G. Ross

Trial Lawyer for Businesses; Franchise, Business Transactional, and Employment Lawyer

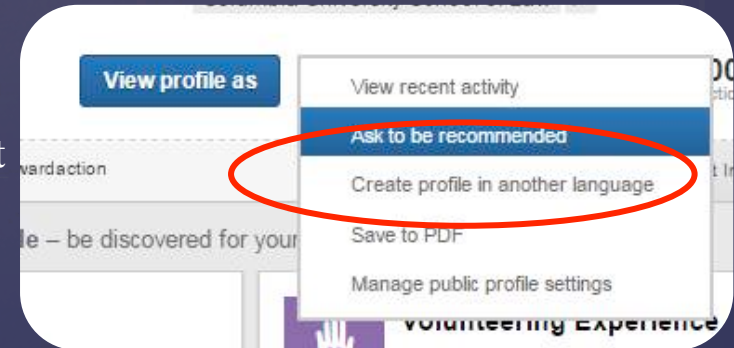
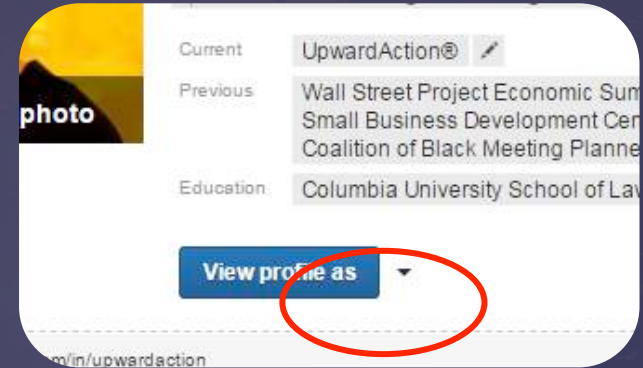
“ I attended two of Tasha's social media seminars, had her all-day "VIP" session at my office, and received her assistance in developing a new website and blog. She's not only extremely intelligent and knowledgeable, but also skilled in sharing overwhelming amounts of information in a clear, concise, and understandable way. A very talented teacher. ”

The Power of Recommendations

Highlight Recommendations, *thoughtfully*



1. Go to your profile and click the down arrow to the right of the button near your profile picture.
2. Click Ask to be recommended from the dropdown.
3. Follow the prompts to request the recommendation.
4. Click Send.



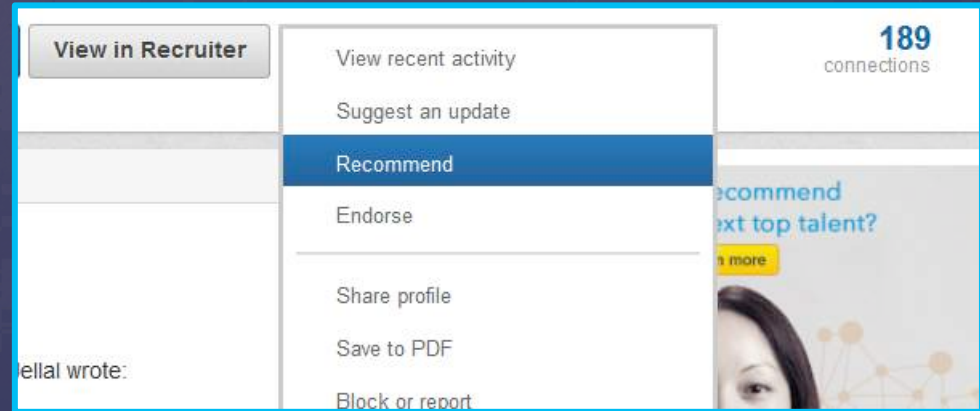
Give Recommendations, *strategically*

Be careful.

Be strategic.

Make them
count.

1. Go to the profile of the 1st-degree connection you'd like to recommend.
2. Move your cursor over the Down arrow next to the button in the top section of the profile. The button name may vary.
3. Select Recommend.



Expand Your Network

Tell People How to Contact You

Advice for Contacting Tasha (TC)

Please do not hesitate to call me (800-753-6576) or email me (wecare@upwardaction.com) if I, personally, - or UpwardAction, LawyersLaunchpad.com or the CooperZone Academies can help you in any regard.

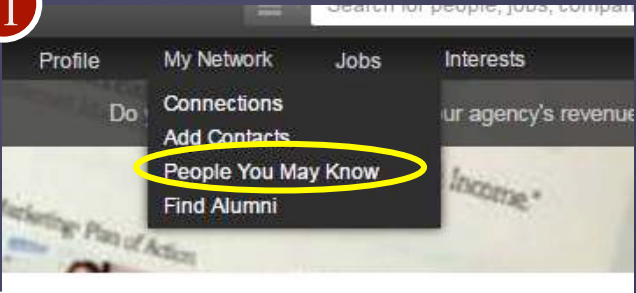
Invite People to Connect with You

**Write personal invitations to connect.
Do not use the default message.**

- People You May Know
- College classmates
- Law school classmates
- Colleagues from former employment
- Colleagues from civic associations

Method 1: Email

1



The screenshot shows a navigation menu with the following items: Profile, My Network, Jobs, Interests, Do, Connections, Add Contacts, People You May Know (circled in yellow), and Find Alumni. Other visible text includes 'Search for people, jobs, compa...', 'our agency's revenue', and 'Income*'.

2 Get started by adding your email address or choosing a service provider

Email

[Continue](#)

We'll import your address book to suggest connections and help you manage your contacts. [Learn more](#)

Meet new people



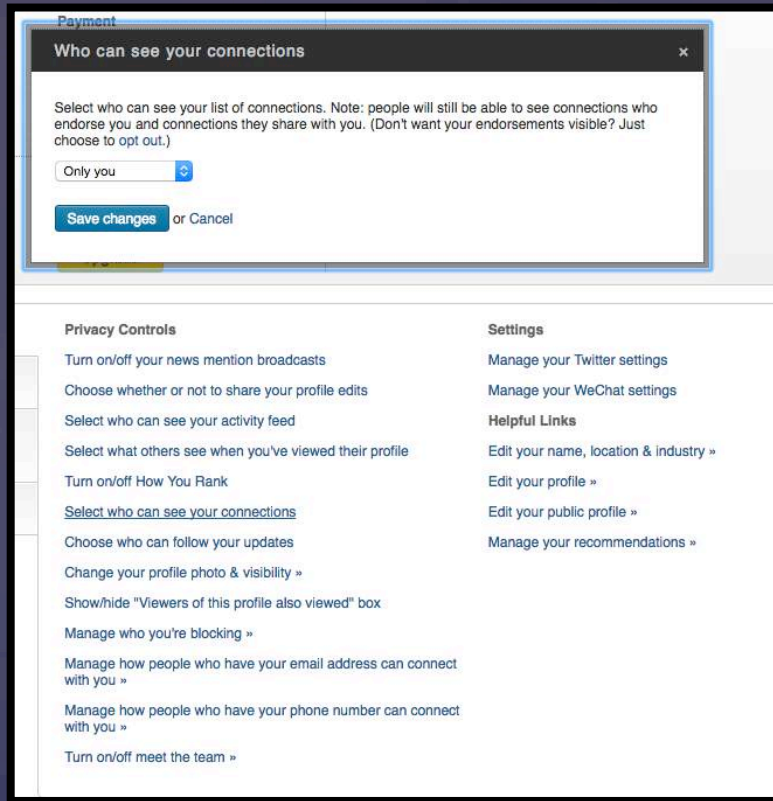
Civic
Organizations



Advanced
Searches



LinkedIn
Groups



Limit who can see your connections

1

Go to Privacy and Settings.

2

Click the Profile Tab.

3

Select who can see your connections.

4

Select "only you".

Manage Your Communications

Manage emails
from LinkedIn.

Make it easy to
connect with you.

Be smart about
accepting connections.

Email frequency

Change

Choose what types of emails you wish to receive from LinkedIn

Who can send you invitations

Change

Choose who can send you invitations to connect

Everyone

Messages from members

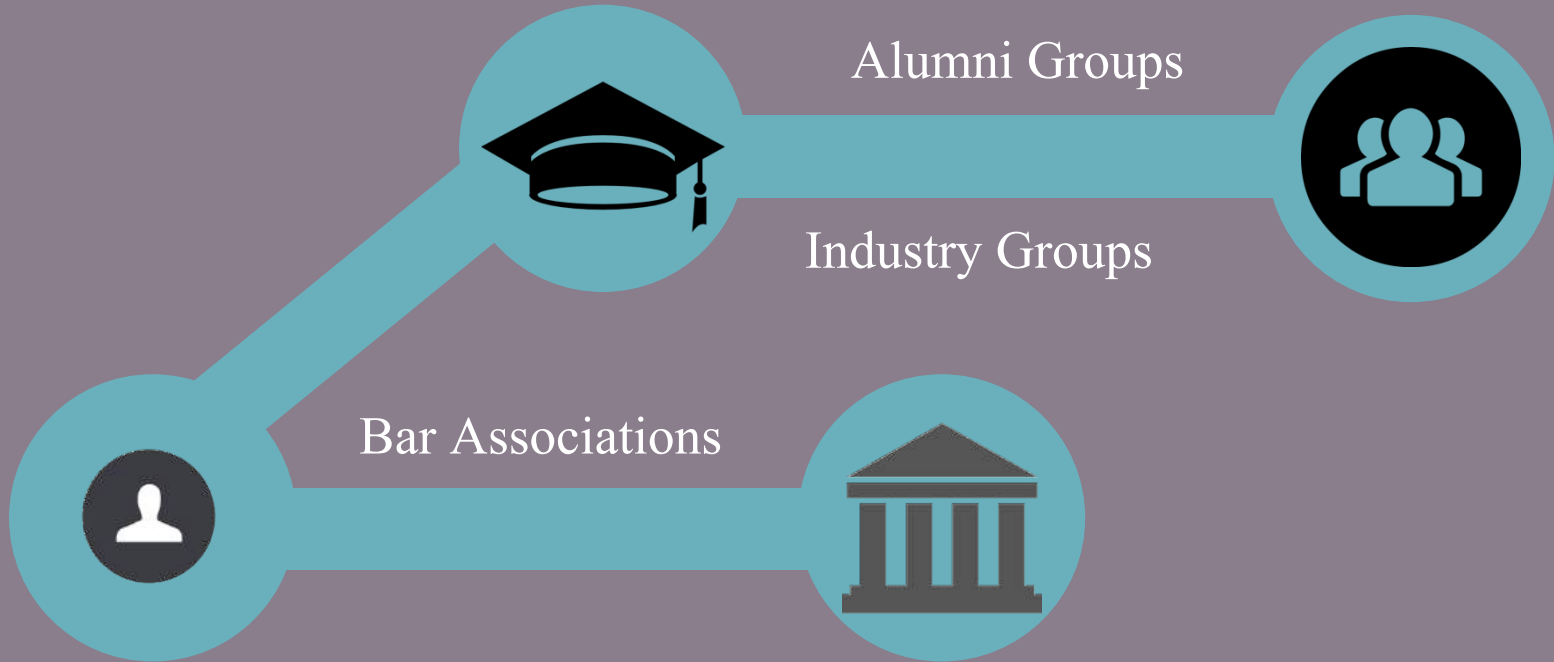
Change

Let us know what type of member messages you'd prefer to receive

InMail

Expand Your Influence.

Join Groups, *strategically and thoughtfully*



Expand Your Influence with Groups

When You Join Groups



Listen

Ask

Learn

Share

Strategically

Connect

1. Move your cursor over Interests at the top of your homepage and select Groups from the dropdown.
2. Click My Groups.
3. Click the Create group button on the left side of the page.
4. Fill in the requested information. A red asterisk means it's required.
5. Click the Create Group button to create your group.

The screenshot displays a grid of group cards. Each card includes a logo, the group name, the number of members, and a visibility status. The groups shown are: Social Media Today (172,848 members, Visible), Legal Marketing f... (1,332 members, Visible), Columbia Law Sc... (6,636 members, Visible), IVY GROUPS: Har... (55,628 members, Unlisted Group), inbound marketers (141,165 members, Hidden), BLACK ENTERPRISE (19,860 members, Visible), and The Black Ivy Alu... (3,789 members, Unlisted Group). A 'See 44 more >' link is also visible.

Make it easy for folks to connect with you through groups.

Groups

Group invitations

Change

Choose whether you want to receive invitations to join groups

Yes

Group notifications

Close

Choose whether we notify your network when you join a group

No

Would you like to publish an update to your network whenever you join a group?

No



Mind Your Numbers
Measure Your Results

Mind Your Numbers

Establish growth goals.

Measure lead generation.

Establish engagement targets.

Tools for Measurement

Google
Analytics

LinkedIn
Analytics

If you enjoyed this training,
you'll LOVE our virtual training academies.



For info about our webinar program
for lawyers, visit
www.LawyersLaunchpad.com/dcbar.



Enroll in our on-demand training
program for LinkedIn at
www.LinkedImpactAcademy.com.