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Book offers tips, tricks to a vibrant LinkedIn profile

by Jo Haraf

"LinkedIn in One Hour for Lawyers" was written by lawyer Dennis Kennedy, a frequent author for the American Bar



Kennedy

Association's law practice management section, and lawyer coach Allison Shields, principal of Legal Ease Consulting. Kennedy is an attorney at MasterCard Worldwide and co-hosts the Kennedy-Mighell Report, a podcast on the Legal Talk Network.

Kennedy and Shields launch their book with a short but persuasive proposition — LinkedIn is a powerful recommendation and referral network that dwarfs any other personal network you may maintain in your email contacts, firm database or personal Rolodex. (Although if you still use a paper Rolodex you might want to start small with a smart phone before you jump into that wacky Internet thing.)

For those skilled enough to find an on-point case in your favorite legal research database, you're ready to follow Kennedy

and Shields' simple three-step program to LinkedIn success:

■ **Profile:** Create an easy to maintain your online biography.

■ **Connections:** Establish a personal network and grow it thoughtfully.

■ **Participation:** Build relationships with clients and referral sources.

Once your online resume is established, the authors illustrate how to find and be found by potential clients, groom your online persona and monitor your network. Advanced topics address ethical considerations, using LinkedIn for hiring, add-on apps, search techniques and handy tricks and tips.

At a mere 120 pages of content, this book provides a non-threatening primer for those who want to upgrade their online professional presence to join the other three-quarters of a billion (yes, that's with a B) members in the legal field who have hung out their shingles on LinkedIn.

I do have two small quibbles with the book. First, "one hour" is a very marketable phrase, but I suggest it understates the effort required. "LinkedIn in One Hour [a week] for Lawyers" was probably too long to fit on the book cover, but it more accurately reflects the time you need to create and maintain a robust online presence. If you want to create a profile and leave it stat-

LINKEDIN IN ONE HOUR FOR LAWYERS

■ Pages: 128 pages

■ ISBN: 978-1-61438-348-2

■ Authors: Dennis Kennedy & Allison Shields

■ Publisher: ABA Law Practice Management Section

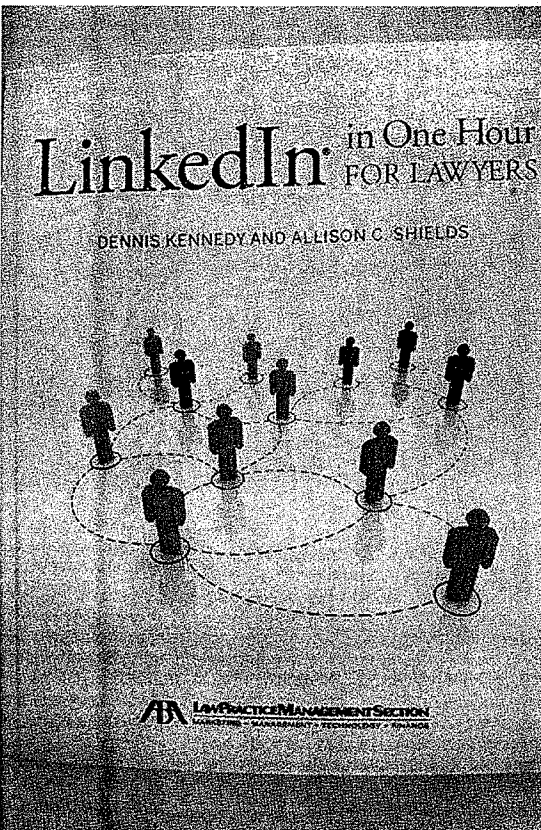
■ Price: \$34.95, ABA E-book for \$34.95, Apple iBook for \$17.99

ic like your website biography, an hour will suffice, but I think your practice is worth a few minutes each week, don't you?

Second, and this may be a personal nit — I applaud the generous use of LinkedIn screen shots but the explanatory "See this!" and "Click here!" arrows displayed so effectively in the early chapters fade as the book progresses.

The book is a painless, colorful and informative read. Toss it in your briefcase before your next business trip. By the time you land, you'll be ready to go launch your LinkedIn profile with confidence. See you online.

Jo Haraf is a director at Haraf Professional Services and a member of Law Technology News editorial advisory board.



This book offers lawyers an opportunity to learn how to use LinkedIn in an hour, but it may take a week to get comfortable.