

# WHAT'S YOUR **ROCK STAR** STATUS?

Rate your current efforts in each area from 0 - 10 (zero being non-existent, ten being excellent.)  
Tally your scores at the end and identify your rock star status!

## ★ Modern, Mobile-Friendly Website Design

Your website creates the first impression of your law firm for many potential clients and referral sources. Does it reflect your professionalism and your commitment to your practice?

Your Score:

## ★ Narrow Focus

To stand out from the crowd, it is important to narrow your focus. Brand yourself as an expert in a single practice area - or a small group of related practice areas.

Your Score:

## ★ Audience-Friendly Website Content

Your website content should be written to resonate with your target clients. Avoid legalese and speak clearly to your market in language that makes sense to them.

Your Score:

## ★ Contact Information On Website

Your contact information should be plainly visible on every page of your website. Make it easy for potential clients to get in touch with you!

Your Score:

## ★ Free Resources for Download

Create a Special Report or How-To Guide for prospective clients. Capture their email address and follow-up - this allows you to build a relationship even if they're not ready to hire you yet.

Your Score:

## ★ Consistent, Engaging Social Media Presence

You should have a consistent and engaging presence on major social networks - we recommend Facebook, Twitter, LinkedIn, and Google+ for just about every lawyer.

Your Score:

## ★ Video

Video is a great way to build rapport and establish trust with potential clients. At a minimum, include Video FAQs on your website.

Your Score:

## ★ Email Newsletter

A value-based e-newsletter - featuring tips and other practical content - is a great way to stay top-of-mind, enhance credibility, and generate referrals. We suggest that you send it monthly.

Your Score:

## ★ Social Proof

Include testimonials on your website if permitted in your state. Seek reviews on Facebook, Google, Avvo, and elsewhere.

Your Score:

## ★ Media Presence

Launch a podcast, write a book, submit articles to newsletters and industry journals. Media exposure provides an instant credibility boost.

Your Score:

★★★ **ROCK STAR STATUS:** ★★★ TOTAL SCORE:

0-20: **Kid Rock.** Come on, man. Are you even trying?

21-40: **Nickelback.** Step up your game if you want to be taken seriously.

41-60: **Smash Mouth.** Frustratingly inconsistent. You've had some hits, but a lot more misses.

61-70: **Oasis.** Not bad, but not memorable - you can do better.

71-80: **Joan Jett.** You know how to stand out from the crowd.

81-90: **Eddie Van Halen.** A legend and a master of your craft.

91-100: **Jimi Hendrix.** Innovator. Trendsetter. Everyone else is still trying to catch up.

**Spotlight**  
Branding