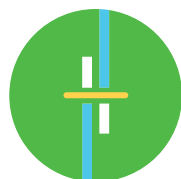


HOW TO WRITE High-Engagement LinkedIn Posts

A STEP-BY-STEP GUIDE FOR LAWYERS

THOUGHT LEADERSHIP
FOR LAWYERS *and* LAW FIRMS



HARRINGTON



There are over 750 million users on LinkedIn. It's the world's most powerful platform. There's plenty of room for your voice to be heard. And you have the opportunity to build your personal brand and develop new business on LinkedIn.



The key to growing your network and generating opportunities is creating thought-leadership content on LinkedIn—specifically, LinkedIn text posts—that generate lots of engagement from your audience.

This step-by-step guide shows you how to become a recognized thought leader on LinkedIn.



STEP ONE

Mindset

Many lawyers think of LinkedIn as a link-sharing platform—a place to share a link to a blog post or article they’ve published elsewhere. But here’s the problem: LinkedIn wants to keep users on its platform, not send them to another website. Accordingly, if you’re creating posts that share links, they won’t get much reach or traction on LinkedIn.

Here’s the key mindset shift: Instead of using LinkedIn to send people to your blog, start treating LinkedIn as your blog. Create text posts on LinkedIn so your content lives on the platform.

STEP TWO

Niche

Are you being strategic about building your LinkedIn network? When it comes to building your network, big is not necessarily better.

Make sure your network is densely populated with connections who share common interests.

Why? If your objective on LinkedIn is to create visibility and build trust, then you need to have an audience that cares about the things you care about—and post about.

If your network is big but fragmented, it will be hard for the content you share to gain traction. Your content needs engagement in the form of likes, comments, and shares to spread. If what you're sharing is relevant to only a small segment of your audience, traction will be hard to come by.

1.

The first step is to define your narrow focus; your practice niche. Be known for something, not everything, on LinkedIn.

2.

Second, clarify who your “ideal client” is. Find and connect with people who fit this description.

3.

Third, start creating content on LinkedIn that appeals to your ideal-client audience.

Use an “inch-wide-mile-deep” LinkedIn content strategy to create high engagement.



STEP THREE

Ideas

“But what do I write about?”

For a lawyer looking to create content on LinkedIn, there’s no one right approach. However, there is a taxonomy of certain types of posts on #legallinkedin that tend to catalyze conversations and create engagement. These topic areas include:

Expertise	Inform and educate by generously sharing your best ideas related to your practice/industry focus.
Mentorship	What do you know now that you wished you knew as a young lawyer?
Vulnerability	Lessons learned from fails—not just wins—tend to resonate.
Advocacy	Take a stand on an issue you're passionate about (but generally steer clear of partisan politics).
Water Cooler	Pose a provocative question that gets the conversation started in the comments.
Milestone	Pass the bar? Write a book? Get elected to partner? Win a pro bono case? Share accomplishments (but don't overdo it). Better yet:
Gratitude	Celebrate the accomplishments of others.



One of the best ways to generate content ideas for LinkedIn is to think about your personal experiences over the last 24 hours.

- Were you asked an interesting question?
- Did you read something enlightening?
- Did you research an interesting issue?
- Did you have a win?
- Better yet, did you have a fail you learned something from?

Don't overthink it. The odds are that if something was interesting to you, it will be interesting to your audience. If you were asked a question by a client, others probably have the same question.

There are no new ideas. What's new and interesting is your life experience and unique lens on the world. Write about that.

STEP FOUR

Structure

Need a simple framework for structuring your posts?

Try this: Story + Lesson + Actionable Takeaway = Engagement

It's the formula used to write chapters in most "Big-Idea" and "How-To" non-fiction books, and it translates well to LinkedIn. You want to wrap a lesson in a story in order to grab the attention of your audience. While LinkedIn is a professional network, it's still a social network, so don't bore your audience with stuffy content.

The stories you use can be from your personal experience or the experiences of others. Here's an example of a post from Jay Harrington that started with a story about author John Grisham and ended with a few key takeaways. The post has received over 115,000 views, 1500+ reactions, and 169 comments.

The image shows a LinkedIn post by Jay Harrington, a professional who helps lawyers build profitable practices. The post is annotated with three callouts: 'LESSON' (a book icon), 'STORY' (a speech bubble icon), and 'ACTIONABLE TAKEAWAY' (a calendar icon). The post text is as follows:

Jay Harrington • Following
I help lawyers become thought leaders and build profitable legal practic...
1mo • 🌐

John Grisham was a practicing lawyer with a side hustle.

Approaching the age of 30, Grisham was busy with his legal career, working 60 to 70 hours a week at a law firm in Mississippi.

Grisham wanted to write a novel but could not afford to stop practicing law to pursue his dream.

To achieve his goal, Grisham would wake up at 5 a.m. sharp and hustle to his office. He would be at his desk, coffee, pen and legal pad in hand, by 5:30 a.m.

His goal was to write at least one page per day. Three years later, by sticking to his rigorous daily writing routine, Grisham finished writing and editing "A Time to Kill." He has since gone on to sell over 300 million books.

Is it just me, or are more lawyers starting side hustles these days? From coaching and consulting, to book writing and course creation, lawyers are finding new ways to apply their skills and experiences to craft multi-dimensional careers.

If you're thinking about a side hustle, study Grisham's approach. It's instructive.

Set a goal: What will you achieve, by when, and how will you measure progress?

Start a daily practice: You don't need to make a lot of progress all at once—a little bit every day will do.

Stick with it: 28 publishers rejected "A Time to Kill."

2021 prediction: The year of the entrepreneurial lawyer.

👍❤️💬 1,564 · 167 comments



When writing posts on LinkedIn, use simple words and short sentences.

This is important when doing any form of writing, and it's particularly important on LinkedIn. You have mere moments to grab someone's attention, and long blocks of text are a turnoff—especially on mobile devices.

The first sentence of your post helps draw people in. Think of it as the headline of your post. The last sentence is also important. Use it to ask a question or otherwise prompt your audience to start conversing in the comments. The more people engage with your posts (through reactions, comments and shares), the wider your content will spread on LinkedIn.



STEP FIVE

Consistency

Generating new business requires awareness and trust. A prospect must first become aware of you and your services, and then come to trust that you're the right expert for the job.

Building trust takes time, and new business opportunities are unpredictable. They arise when you're in the right place, at the right time and in front of the right people.

Because of this, it's critical that you stay top of mind with your audience. If you're not visible when an opportunity arises, there's a good chance it will go to some other lawyer.

If you hope to gain traction on LinkedIn, you need to be consistent. The lawyers we know who most effectively leverage LinkedIn create posts every day. That cadence of creating content may not be possible for you, but you should aim to post a few times a week, or at least once a week.

Your steady drumbeat of high-quality content will reinforce to your audience that you're someone worth paying attention to. It will build trust that you're an expert in your domain. And the familiarity you breed through your consistent content will position you for valuable new business opportunities.



Take LinkedIn to the Next Level

We can help you to leverage LinkedIn to grow your legal practice.

Law firms hire us to provide our acclaimed training program, "How to Master LinkedIn," for their lawyers and marketing teams. It's an in-depth and interactive training program that helps lawyers establish themselves as thought leaders and generate business on LinkedIn.

We also provide one-on-one coaching to individual lawyers interested in becoming LinkedIn thought leaders. If you want to plan and execute an effective LinkedIn strategy, coaching will help you achieve your objectives.

Please contact Jay Harrington to learn more about our LinkedIn services.



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