

The Law Firm Bio Workbook

Write to Be Remembered



Legal Copywriting Central
Be Less Vulnerable To Your Competition

Purpose

This workbook guides attorneys through a structured, repeatable process for writing concise, memorable, and compliant bios that help potential clients feel confident enough to contact you.

How to Use This Workbook

Work through the sections in order. Each exercise builds on the last.

Add your own notes in the “Your Work” sections.

When finished, compile your answers into a single 150-word bio draft in Section 4.

Run the draft through the Compliance and Ethics Checklist in Section 5, then through the Voice & Tone Audit in Section 6.

Schedule periodic reviews (Section 8) to keep your bio current.



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1. Define Your Audience & Goal

Objective: Decide what clients should feel, think, and do after reading your bio.

Prompt: Core audience (e.g., tech founders, general counsel, families in crisis)

Your Work: _____

Prompt: Primary emotion to evoke – reassured, motivated, confident, relieved

Your Work: _____

Prompt: Key takeaway in 15 words or less

Your Work: _____

Prompt: Desired action – book consult, download guide, refer a case, connect on

LinkedIn

Your Work: _____



2. Highlight Your Key Wins

Objective: Choose three matters that exhibit your niche expertise and measurable results.

Matter 1

Challenge:

Action:

Outcome:

Matter 2

Challenge:

Action:

Outcome:

Matter 3

Challenge:

Action:

Outcome:

Tips:

- Select examples that mirror your target clients' biggest worries.
- Quantify results when possible: dollars saved, time reduced, precedent set.

3. Translate Credentials into Benefits

Objective: Link every credential to a clear client-oriented advantage.

Credential

So What? (Client Benefit)

JD magna cum laude

Rigorous researcher who spots hidden angles others miss

LLM in Taxation

Designs tax-efficient exit strategies that preserve founders' equity

Bar association membership

Stays current on evolving family law issues that affect your case



4. Draft the 150-Word Bio

Structure (fill in each part, then combine):

Hook – identify client pain point (20–30 words)

Your Work:

Differentiator – why you are uniquely qualified (15–25 words)

Your Work:

Signature matter – your strongest example (25–35 words)

Your Work:

Credentials to benefits – translate expertise (20–30 words)

Your Work:

Personal note + CTA – humanize and invite next step (40–60 words)

Your Work:

Combine and edit to reach 150 words (± 10). Read aloud to ensure flow



5. Compliance & Ethics Checklist

- All factual claims verified with public sources

- No prohibited superlatives without objective evidence

- Representative matters include required disclaimers

- Confidential information removed or anonymized

- Jurisdictional disclaimers included where required

- Contact details accurate

- Complies with all applicable jurisdictional advertising rules



6. Voice & Tone Audit

Review your draft for:

- Active voice (e.g., replace 'was responsible' with 'led')
- Sentence length under 20 words
- Inclusive language; honorifics correct
- Plain English; jargon trimmed
- Unique phrases that sound like you



7. Feedback Loop

Share your draft bio with someone outside the legal field and ask them to answer the following

What line was most memorable and why?

Notes:

Does the draft demonstrate expertise relevant to our target clients?

Notes:

Is anything unclear or overstated?

Notes:

Does this sound authentic?

Notes:

8. Publication Planner

Platform	Version length	Responsible person	Review date
Firm website	150-500 words	_____	_____
LinkedIn	2,600 characters	_____	_____
Google Profile	750 characters	_____	_____
Directory listing	40 words	_____	_____

