Use LinkedIn to make your estate planning expertise stand out!

As Hargrove Firm continues to generate client enegagements through NetLaw, we're finding that financial advisors and clients are searching for background information on the attorney assigned to the client's engagement. For this reason, we ask that you update your LinkedIn profile and website–if you haven't already done so and to the extent feasible–to reflect your estate planning focus.

Tips for updating your LinkedIn profile:

Profile Headline

Your headline appears in search results across LinkedIn. Examples of profile headlines include the following:

- Estate Planning Attorney
- Elder Care & Estate Planning Lawyer
- Trust, Estate & Probate Attorney

Experience

Assuming you feel comfortable doing so, you might consider listing your position like you would on a resume, as follows:

- Employer: Hargrove Firm LLP
- Position: Of Counsel Attorney

About

You can also include a brief mention of Hargrove Firm and your experience with estate planning in the optional About section of your profile.

Similarly, if you control content on your website, you might consider adding mentions of estate planning as a practice area.

We believe that making these adjustments can benefit your own marketing efforts as well, especially if you choose to assist your own clients with estate planning using the NetLaw platform.

If you'd like any assistance in updating your profile, please ask. We're available to answer questions at your convenience!

Be sure to follow Hargrove Firm and NetLaw on LinkedIn for relevant updates that you can share with your network!

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