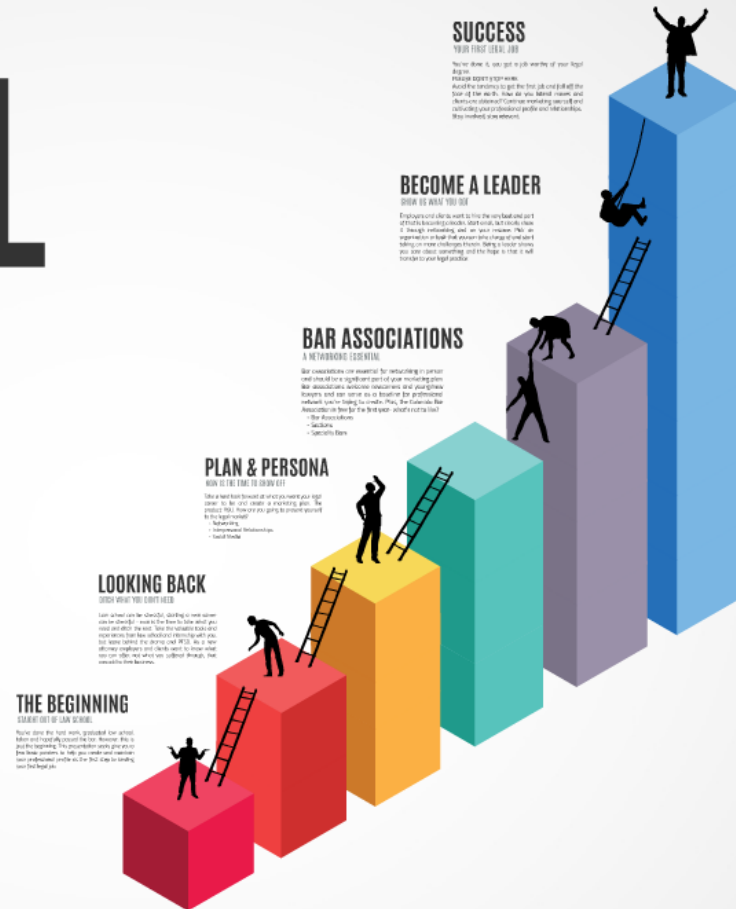
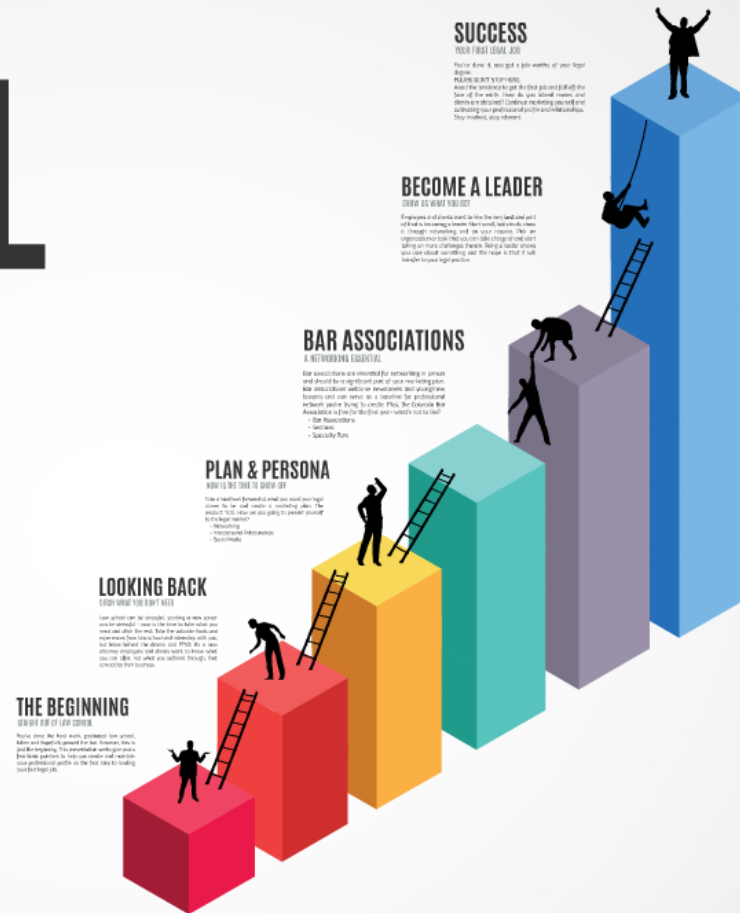


# SUCCESSFUL START: Cultivating Your Professional Profile



# SUCCESSFUL START:

## Cultivating Your Professional Profile



attorney employers and clients want to know what you can offer, not what you suffered through, that can add to their business.

# THE BEGINNING

## STRAIGHT OUT OF LAW SCHOOL

You've done the hard work, graduated law school, taken and hopefully passed the bar. However, this is just the beginning. This presentation seeks give you a few basic pointers to help you create and maintain your professional profile as the first step to landing your first legal job.



- Networking
- Interpersonal Relationships
- Social Media

# LOOKING BACK

## DITCH WHAT YOU DON'T NEED

Law school can be stressful, starting a new career can be stressful - now is the time to take what you need and ditch the rest. Take the valuable tools and experiences from law school and internship with you, but leave behind the drama and PTSD. As a new attorney employers and clients want to know what you can offer, not what you suffered through, that can add to their business.



# ANNING

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network you're trying to create. Plus, the Colorado Bar Association is free for the first year- what's not to like?

- Bar Associations
- Sections
- Specialty Bars

# PLAN & PERSONA

NOW IS THE TIME TO SHOW OFF

Take a hard look forward at what you want your legal career to be and create a marketing plan. The product: YOU. How are you going to present yourself to the legal market?

- Networking
- Interpersonal Relationships
- Social Media



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# BAR ASSOCIATIONS

## A NETWORKING ESSENTIAL

Bar associations are essential for networking in person and should be a significant part of your marketing plan. Bar associations welcome newcomers and young/new lawyers and can serve as a baseline for professional network you're trying to create. Plus, the Colorado Bar Association is free for the first year- what's not to like?

- Bar Associations
- Sections
- Specialty Bars

PERSONA

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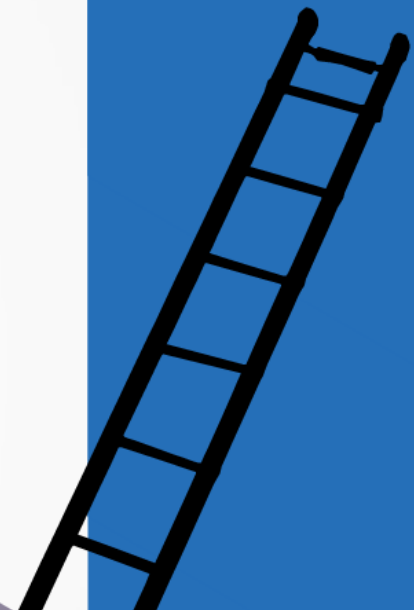


cultivating your professional profile and relationships.  
Stay involved, stay relevant.

# BECOME A LEADER

## SHOW US WHAT YOU GOT

Employers and clients want to hire the very best and part of that is becoming a leader. Start small, but clearly show it through networking and on your resume. Pick an organization or task that you can take charge of and start taking on more challenges therein. Being a leader shows you care about something and the hope is that it will transfer to your legal practice.



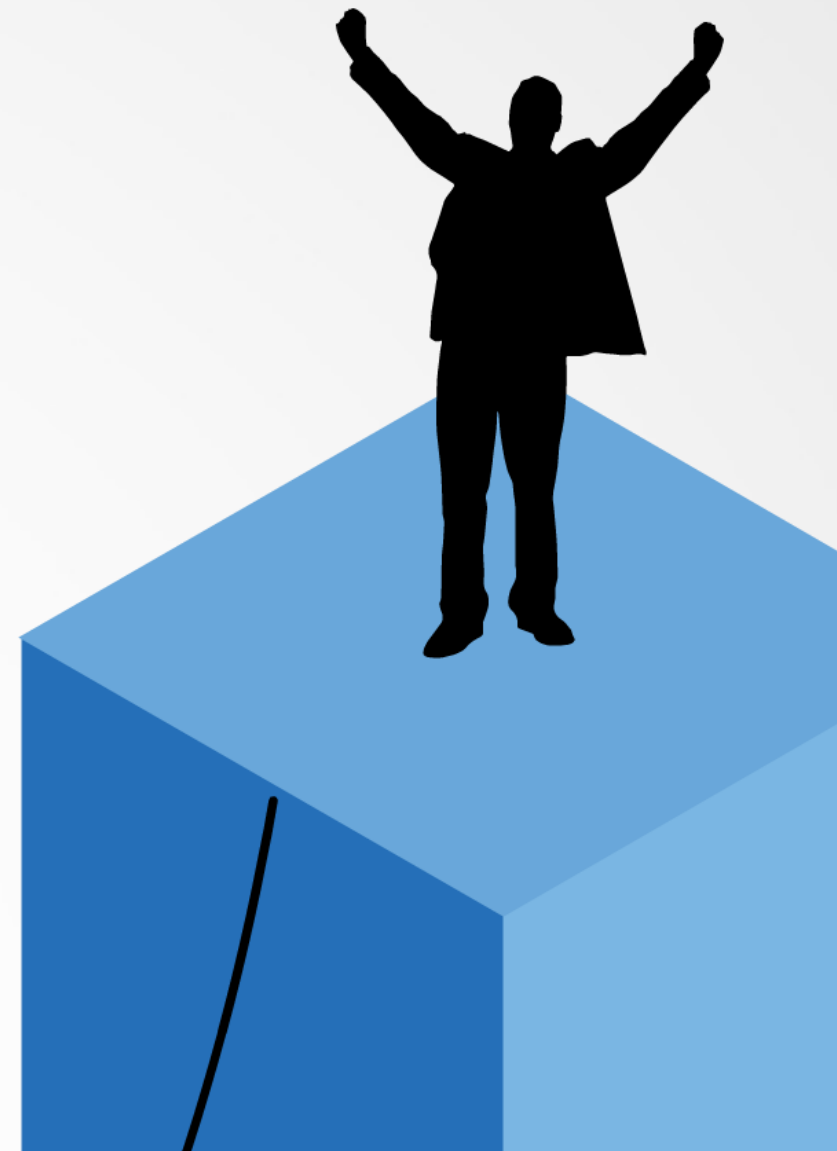
# SUCCESS

## YOUR FIRST LEGAL JOB

You've done it, you got a job worthy of your legal degree.

PLEASE DON'T STOP HERE.

Avoid the tendency to get the first job and fall off the face of the earth. How do you lateral moves and clients are obtained? Continue marketing yourself and cultivating your professional profile and relationships. Stay involved, stay relevant.





# SUCCESSFUL START: Cultivating Your Professional Profile

