

## **EnergiseLegal case study**

### **Solicitors/Marketing Myself/Personal Branding**

#### **A successful career relaunched**

##### **The Brief**

- A successful senior self-employed human rights lawyer whose portfolio career included doing training, contacted us when the firm for which they were doing consultancy work for decided to withdraw from doing human rights work.

##### **My Role**

- We helped them to see how marketable they were, pinpointing the benefits that they brought and provided CV and LinkedIn mentoring to help them to market themselves.

##### **The Result**

- They secured regular consultancy work with a new law firm, gained a new trustee role with a charity as part of their portfolio career and were shortlisted for the 2018 Human Rights Lawyer of the year.
- They had greater clarity on what made them unique and how to build this.