

## **EnergiseLegal case study**

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

#### **Lateral hire marketing plan for a successful transition**

##### **The Brief**

- Moving law firms can be daunting, especially after working for the same law firm for twenty years. Expectations are high and the pressure is on to deliver, naturally creating anxiety.
- To support our client to make a successful career transition as a lateral hire and to hit the ground running in their new firm.

##### **Our Role**

- We helped our client to define what makes them unique as a lawyer, how to articulate it and to create a S.M.A.R.T. marketing goal and plan to achieve it.
- We also introduced them to useful contacts in our network for their legal specialism.
- To maintain their self-belief and remain focused through a time of change.

##### **The Result**

- They attend new networks to build their referrer network, initiated high profile events with guest speakers to attract clients and blog regularly on LinkedIn.
- They have a portfolio career, because as well as being a partner in a law firm, they are a member of an advisory group



- They have achieved their fee earning targets, have recruited new junior lawyers into their team and are building momentum.
- They are glad that they moved firms for a better culture fit.