

Writing a Bio

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In 1960 Columbia Pictures released *Let No Man Write my Epitaph*, a movie set in a crime-laden Chicago neighborhood. The film features a star-studded cast with James Darin portraying the son of a convicted murderer, Shelly Winters as his mother, and Burl Ives as the judge that befriends him. The soundtrack contains popular songs performed by Ella Fitzgerald who portrays a cabaret singer. The theme of the movie is achieving a better outcome than others expect. Although not available on streaming channels, the movie occasionally shows on TCM's cable channel.

Well-written biographical information can attract clients, enhance reputations, get jobs, and recruit staff. Biographies tell a narrative story that promote you and your firm. You can use bios in directory listings, business proposals, firm websites, and social media profiles. Below are tips to help you write a new biography or update an old one. For further help, see the articles, books, and forms that follow the article.

Tips

Audience – consider the adversaries, clients, judges, prospects, and recruits who will read the bio.

Awards – remember to mention awards and accomplishments.

Contact - include contact information and a link for submitting inquiries.

Content - provide credentials, history, personal interests, and practice areas.

Graphics - insert a professionally taken photograph and use bulleted lists and infographics.

Length - keep it brief to attract readers.

Results - mention examples of successful results in your practice areas.

Writing - use short sentences, non-legalese, and show personality.

Bios give clients and prospects a reason for seeking your services. Use the tips and resources mentioned in this article to write your bio. Ask an associate or marketing professional to proofread your bio and suggest improvements. Mark your calendar with an annual reminder to update your directory listings, social media profile, and website bio. Let no one write your epitaph – do it yourself!

Articles

Noreen Fishman, [8 Tips for Lawyer on Writing the Perfect Social Media Bio](#), Feb. 2, 2024.

Michael Goldblatt, [Marketing with Directory Listings](#), Blumberg Blog, Jun. 6, 2018.

Allison Pohle, [18 Resume Writing Tips to Help You Stand Out](#), Wall Street Journal, May 11, 2021.

Jaron Rubenstein, [How to Improve SEO for Your Attorney Bio](#), AttorneyatWork, Jan. 18, 2016.

Stacy Stern, [How to Write a Compelling Attorney Profile Page](#), Feb. 26, 2018.

Staff, [Six Great Attorney Bios You Wish Were From Your Firm](#), Knapp Marketing, Feb. 29, 2024.

Cheryl Simpson, [Resume versus Bio: Which Should Use When](#), LinkedIn, Apr. 11, 2018.

Marina Wilson, [The Power of a Personal Profile for Individual Attorneys](#), Oct. 27, 2022.

Books

Nancy Juetten, [Bye-Bye Boring Bio](#), Self-Published, Jul. 3, 2020.

Jennifer Thompson, [How to Write a Professional Bio: For Authors, Speakers and Entrepreneurs](#), MCM Publishing, Nov. 14, 2019.

Forms

[Presentation](#) (Microsoft 365)

[Resume](#) (Templates.Net)

[Social Media](#) (Hootsuite.com)

[Website](#) (PaperStreet.com)

Samples

[Lee Berlik](#) (Berik Law Firm, Reston, VA) - Business Litigation

[Jeff Berniard](#) (Berniard Law Firm, New Orleans, LA) - Injury

[Susan Clouthier](#) (Clouthier Law Firm, Woodlands, TX) - Appeals

[James Cai](#) (SAC Law Firm, San Jose, CA) - Business and Immigration
[Chris Earley](#) (Early Law Group, Boston, MA) - Injury
[Janice Malecki](#) (Malecki Law Firm, New York, NY) - Securities Law
[Mark Hartsoe](#) (Hartsoe Law Firm, Knoxville, TN) - Injury
[Kelly McClure](#) McClure Law Group, Dallas, TX) - Family Law
[Jason Melton](#) (Whittel & Melton, Spring Hill, FL) - Injury
[Ron Miller](#) (Miller & Zois, Baltimore, MD) - Injury and Medical Malpractice
[Ross Pepper](#) (Pepper Law Firm, Nashville, TN) - Business Litigation
[Bonny Rafel](#) (Rafel Law Group, Florham Park, NJ) - Disability Law
[Michelle C. Thomas](#) (Thomas Law Firm, Washington, DC) - Family Law
[Rosa Vigil-Gallenberg](#) (Gallenberg Firm, Burbank, CA) - Employment Law
[David White](#) (Breakstone, White & Gluck, Boston, MA) - Injury

About the Author

Michael L. Goldblatt is an author and consultant. He was Associate General Counsel of Tidewater Inc. until retiring after 35 years of service. Mr. Goldblatt has written numerous articles and books about marketing, management, and preventive law. Follow Mr. Goldblatt on X (f/k/a Twitter) and read his blogs at LawPracticeTips.com and PlanningOrganizer.com..