

# Using Your Professional Bio to Impress Potential Law Firm Clients



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Bruce Vincent of Muse Communications offers some tips on the best practices for writing or updating your online biography to impress potential clients.

In a **post on the Muse website**, Vincent says the key is making sure that what you say about yourself is well written, organized, and presented in a way that will impress the people who see it.

One of the best places to start when you're ready to begin writing or updating your bio is to handle the "easy stuff" before working on the narrative, including your:

- Areas of practice;
- Undergraduate and law school and any accompanying honors;
- Professional affiliations, including local and state bar groups;
- Professional accolades;
- Pro bono accomplishments;
- Published articles or presentations.

**Read the article.**