



The legal
marketer's
guide to

~~GOOD~~

GREAT ATTORNEY BIOS

REPUTATION^{ink}

904.374.5733 | info@rep-ink.com



The legal marketer's guide to great attorney bios

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Reputation Ink
PO Box 13190
Jacksonville, FL 32206

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904.374.5733 | info@rep-ink.com



Well-crafted, informative attorney bios are a critical element of law firm marketing. In fact, attorney bios receive more traffic from prospective clients than any other page on a firm's website. For that reason alone, they must capture a reader's attention, anticipate their questions and respect their time.

Bios are living documents and must be continuously updated. Many are written when a lawyer joins the firm and are promptly forgotten, leaving them out of date, misaligned with the attorney's current practice or lacking a solid case for why a client should hire them. You wouldn't buy an iPhone 17 based on the features list of an iPhone 14, and a prospect won't hire a lawyer with a woefully outdated bio.



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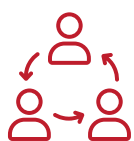


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Questions to ask to determine if your firm's bios need an update

Chances are, many of your firm's attorney bios need updating. That said, there are questions you can ask your attorneys about their current bios to determine whether they simply need surface edits or a complete overhaul:



Do you sound like every other lawyer out there?

A bio should not be a laundry list of every matter or case an attorney has ever worked on but instead should position the attorney clearly and distinctly.



Does the bio reflect your practice now, or how you're *aiming to grow* your practice?

Are there areas of work you want to expand into that are not well represented in your current bio?



Does it give a clear sense of how you practice and the value clients receive from working with you?



Do you have an updated list of representative matters, either within the bio text or as a separate sidebar?



Are there any articles, case studies, press releases, client testimonials or other content that you should add?



Does the bio include any client testimonials that you've received, either directly from clients or as part of Chambers, The Legal 500, Benchmark Litigation or other rankings?



Are there any clients who would be happy to provide a testimonial if you asked them? Note: make sure to [follow ethics guidelines when incorporating testimonials.](#)



If the answers to these questions indicate **it's time for a bio glow-up,** you're in luck!

Below, we provide our **best practices for writing compelling bios** that catch the eye of prospective clients.



What makes a great attorney bio

In today's digital world, strategic writing matters more, not less. Writing a bio is completely different from a resume, which follows a strict format and is tailored for potential employers. A bio is more flexible in structure and read by a wider audience, including clients, colleagues, industry peers and the public. A bio is an opportunity to narrate the story of your professional journey and personality.

Throughout our years in business and our collective decades of experience, we've written hundreds of bios. We believe attorney bios should:

- **Grab attention.** Bios should serve as an elevator pitch, convincing prospective clients to pick up the phone. The intro is critical. When interviewing attorneys, look for conversation starters, stories, and anything that would stop a client in their tracks when scanning bios.
- **Make you want to meet the lawyer.** Too many attorney bios are so dry that they make you hope you never encounter that lawyer in real life. If bios are just a laundry list of every legal matter the attorney has ever dealt with and their law school credentials, what's the message? Unless the goal is hackneyed, dull and self-centered, it's time for a bio revamp.

- **Align with the firm's overall voice and brand.** While the truism remains that clients hire lawyers and not law firms, bios should demonstrate that the firm has a team of smart, interesting, talented and personable lawyers who are all focused on the client.
- **Be specific about the attorney's area of focus.** Many lawyers think that their bio should convey the impression that they can do absolutely everything so they don't turn away any potential clients. But this is a mistake.

We advise our clients to market specifically and practice broadly. This is grounded in the Pareto principle: 80% of business comes from 20% of clients. In today's competitive market, niche experts win. Clients are seeking lawyers with the specific knowledge and experience to tackle their unique legal challenges. Attorneys who are clear on the work they do and the types of clients they serve have a far better chance of breaking through and catching the attention of potential clients.

- **Include relevant experience.** List key industries the lawyer serves and explain how they have helped clients in those areas. Talk about the problems the lawyer solves and the situations and issues their skills address. Pinpoint what's keeping clients up at night and be specific about how the lawyer can help. Highlight any advanced degrees and how they give the lawyer insights into a client's day-to-day challenges (i.e., registered patent agents should list their advanced degrees). Also, call out any in-house counsel experience or anything else demonstrating that the lawyer understands what their clients face in doing business.

- **Demonstrate value.** What is it like working with this lawyer? Describe what a client will experience by retaining them. Give examples of how they have shown commitment to quality and have gone above and beyond for their clients. For instance:

“His clients rely on him for effective and efficient resolution of a range of legal needs, including employment law, real estate, corporate, tax and estate planning matters.”

“With her strategic, problem-solving approach to litigation, Amanda helps her clients navigate complex commercial disputes.”

“Clients value how Stuart adjusts his communications to suit their preferences, providing informed updates set to their chosen cadence.”

- **Include notable matters or deals.** While every attorney website bio should include a section detailing notable matters and deals, we also recommend mentioning three to five standout matters in the opening paragraphs. These should be “hold the phone, you did what?” showstoppers that immediately showcase the lawyer’s talents and value.

Get granular as well. If you can’t include client names, anonymize them with a description. For example, “a leading international chemical manufacturer” or “a Fortune 50 company.” Numbers are powerful, so include monetary court

awards and transaction values. For confidential settlements, try to establish a figure demonstrating what was at stake. For example, “Our client faced a potential liability of \$100 million, and my team secured a favorable settlement for significantly less.” Note: This advice applies to all matters listed in the bio, whether they are highlighted in the body or not.

- **Leverage the power of testimonials.** When a client says their attorney “presented a rare combination of strong legal intellect, common sense about right and wrong, and credibility in the courtroom,” it carries more weight – and comes off a lot less smug – than if the attorney says it. With testimonials (as long as they comply with ethics rules), bios can come alive and make clients believe lawyers can accomplish just about anything.
- **Include relevant rankings and awards.** This will vary according to the lawyer’s practice and targeted client base, but we recommend referencing rankings from Chambers and Partners, Benchmark Litigation, Law360, The Legal 500, Super Lawyers, Best Lawyers, Lawdragon and Martindale-Hubbell. These rankings establish credentials and indicate a lawyer has been “vetted” by a third-party organization. Make sure you list the ranking’s complete title (including publisher if your state bar is picky), the date and the specific practice name used by the ranking. You can include the main rankings in the body and any others in a separate list on the bio page.

- **Be concise.** We know the information above is a lot to pack into a bio, but potential clients won't scroll endlessly through a kitchen sink of text, especially on their phones. This is where you must get ruthless, sacrifice those darlings and make every word count. ([We excel at this if you'd like some help.](#))
- **Avoid ethics violations.** To comply with the American Bar Association Rules of Professional Conduct, avoid terms such as “specialize, specialist, expert and expertise” in most circumstances. Some states allow these terms, but generally, only attorneys who are certified as specialists can refer to themselves as such. “Concentrates on” or “focuses on” can be good alternatives.

Also, avoid any ambiguous language that could be construed as false or misleading, and be careful not to predict success or guarantee an outcome. For example, instead of saying, “Our attorneys will resolve the litigation quickly and easily,” use language that explains the legal process objectively, such as, “Our lawyers will protect your rights.”

Chambers
AND PARTNERS

B BENCHMARK
LITIGATION

 **LAW360**

The
LEGAL
500

Super Lawyers®

Best Lawyers®

LAWDRAGON

Martindale-Hubbell® 



When in doubt,
err on the side of caution.

Note that different states
have different ethics rules, so
be sure to review them – along
with our **legal marketing and
advertising ethics checklist.**



Why bios should humanize attorneys

The attorney bio page has long been an important business development tool and one of the most heavily trafficked pages on a law firm's website, but visitors' preferences are changing.

As part of a widespread generational shift – typically involving millennials on down – prospective clients are interested in attorneys' lives outside of the office. For that reason, the personal information sections are often the most-read parts of the bio page.

And it makes sense. Clients hire attorneys, not firms, as the saying goes. They look for people that they like and trust, and there's nothing particularly relatable or authentic about a law robot. Can attorneys really differentiate themselves from others in their field if they're holding back the things that make them who they are? Only a fully formed human being can create that kind of connection with clients.

We know sharing this information might not come naturally to attorneys, many of whom are risk-averse and reserved.

But there's no need to get too personal (in fact, don't do that!). A few sentences about the attorney's life will do it (think: hobbies, family, community involvement, pets or sports teams). This is also a good place to feature any pro bono work, highlighting causes the attorney cares about and demonstrating their willingness to donate time and energy to them.

Encourage attorneys to think through how they present themselves, as it plays a role in whether prospective clients decide to take them on.

Clients want to know who they're trusting with their business or legal issues. **Show them.**



The ultimate attorney bio questionnaire

A good bio conveys a compelling story about an attorney. That's why it's important to start the drafting process with an extensive questionnaire that really digs out noteworthy and unique details.

Having a questionnaire as a starting place ensures nothing is missed.

When we write bios for our law firm clients, we start with an input call driven by a list of questions that give us a complete picture of the lawyer's work, personality and approach to practicing law. Here's an example of a questionnaire we often use.

- What are your primary practice areas?
- Why did you become a (insert practice area here) attorney? What do you enjoy most? What's most challenging about your practice area?

- Tell me about your practice and define your niche expertise. What do you do and know especially well? Describe the particular industry or type of work in which you have earned a reputation or would like to earn a reputation.
- Describe the clients you typically work with. It's helpful to name clients, but you can also describe them in general terms. For example, you could write "a large multinational automaker" or "a leading American regional bank."
- Every lawyer talks about "putting client service first" and so on... but what does that tangibly look like for you? How do you keep them happy? When you get referrals (from clients or other attorneys), why do they refer you?
- Do you have specific industry experience from before you practiced law? If so, what knowledge, insights or capabilities did you gain from this experience?
- Have you practiced law in-house? If yes, what knowledge, insights or capabilities did you gain from this experience?
- What is your approach to practicing law? In other words, what is good lawyering to you?
- What are your strengths as an attorney? What makes you capable of doing a good job? (Good listener? Writer? Ability to understand complex technical concepts?)

- What do you think your clients like most about you? In other words, what is the No. 1 reason your clients continue to work with you?
- Have you ever been involved in any precedent-setting or game-changing matters that have significantly impacted an industry or the practice of law? What was at stake? What did you achieve? Was there any monetary value involved? Is there anything else about these successes that demonstrates your knowledge of this industry/client base?
- Please tell me about the most significant matters in your career, including what was at stake, what you achieved, and what the monetary value was (deal value, verdict amount, etc.). If it was a settlement and your work led to a drastically lower amount for the client to pay, please provide details.
- What have been the highlights of your career?
- Do you perform pro bono work? If yes, please provide details.
- Have you been named to any lists (i.e., Chambers and Partners, Best Lawyers, Benchmark Litigation, The Legal 500, Super Lawyers or Martindale-Hubbell) or won any awards that you are particularly proud of and that demonstrate your expertise and capabilities? If so, please provide details.

- Are you involved in any professional organizations or legal associations? Do you have leadership roles in those organizations, or have you held leadership positions in the past? If so, what initiatives did you work on?
- Have you spoken at conferences and other events? Have you written any articles? Have you been the subject of any media coverage?
- What about your life outside of the office might clients find interesting?

Remember, clients hire attorneys they:

1. like
2. trust
3. believe know a lot

– ***in that order.***

What can we share to demonstrate who you are as a person outside of the office? Hobbies? Community involvement? Interesting fact or story from your past? How would your friends or colleagues describe you? What kind of co-worker are you?



Firmwide bio template

Every bio on a law firm's website should follow the same format. This consistency portrays the firm as a unified team and allows for easier browsing. Of course, the substance of each bio should and will vary, but the format should be consistent.

Like any strong piece of writing, every attorney bio should be engaging from the start. Think of the bio as a mini profile – the kind you might see in a newspaper or magazine. Rather than regurgitating everything the attorney has ever done and expecting the reader to sift through it, pull on the most important threads and tie them together to demonstrate who the attorney is, how they help their clients and what sets them apart from others in their field.

Lead with the most important information first, with key search terms throughout. The resulting bio should be clear and concise, adhering to an underlying theme backed up with facts and examples.

Below is a suggested template for effective bios.

Name

Title

Bio narrative (50-100 words)

These first sentences are crucial for drawing in readers and holding their attention, not to mention enhancing search engine optimization (SEO). So, make them count. Don't bury the lead; put it here!

As satisfying as it might be to list the lawyer's achievements in chronological order, there's a reason why journalists swear by the inverted pyramid style for presenting information. Start by telling readers what they *absolutely must* know about the attorney, then arrange the remaining details from most to least important. Base these decisions on what the reader — a prospective client — will be most interested in. (Hint: clients care more about how an attorney can help them than where they're based or how the firm is organized internally.)

For example:

“Jane Smith helps businesses safeguard their reputation and financial interests with proactive strategies to mitigate risk and, when necessary, litigation.”

Subhead 1

Body paragraph 1 (100-200 words)

Now that you've piqued the reader's curiosity, elaborate on what makes this lawyer stand out. Highlight the most important and impressive facts about the attorney here. What are their most notable wins or contributions to the legal industry? Are they one of only a handful of attorneys in the state to be board-certified in their field? Did they help secure one of the largest verdicts in recent history? Are they a leader at a regional bar association or other organization?

Subhead 2

Body paragraph 2 (100-200 words)

How has the attorney demonstrated excellence and value for their clients? Show the reader who they are and what it is like to hire them. Are they an experienced litigator with more than 1,000 jury trials under their belt? Are they a former entrepreneur who understands what it's like to navigate business challenges firsthand? Are they a former manufacturing executive who's well-versed in production processes and supply chain management? Crucially, don't forget about their life outside of work. Are they a hiker, musician or photographer? Do they cheer on their 7-year-old at baseball practice on the weekends?

Representative matters/deals (50 words or fewer per matter)

Clients want to see that the attorney has worked with similar clients, cases and issues before, so highlight their most relevant and noteworthy matters or deals here. Give concrete examples of clients, legal issues and outcomes, but be concise. Use bullet points for readability, and stick to what's most recent.

For example:

Negotiated a multimillion-dollar merger between leading tech companies ABC Tech Inc. and XYZ Innovations, facilitating strategic expansion and market consolidation.

Practice areas (up to five)

While it can be tempting to list as many practice areas as possible here, focus only on those that the attorney has the deepest experience with and wants to work on in the future. Clients are increasingly seeking niche practitioners over generalists.

Experience (up to 50 words per bullet)

Help readers understand the scope of the attorney's legal knowledge and skills. What industries or sectors do they have experience with? Explain why the attorney's experience is significant and how it will benefit clients. Again, bullet points are your friend here.

For example:

Jane's experience as general counsel to a Fortune 500 company gives her a deep understanding of the spectrum of legal issues businesses face, allowing her to anticipate challenges and proactively mitigate risk.

Education

Pay attention to style here, and to the below subheadings. Whatever your firm's chosen style, ensure it's consistent throughout all attorney bio pages.

For example, we recommend:

Emory Law School, J.D., cum laude, 2008

- Editor, Emory Law Journal
- Member, Emory Moot Court Society

University of Florida, B.S., Political Science, 2005

Bar admissions

Remember to include the state and year of admission to each bar.

For example:

State, year

Georgia, 2008

Court admissions

Remember to include both the court name and year of admission.

For example:

Court, year

U.S. Supreme Court, 2019

U.S. Court of Appeals for the Eleventh Circuit, 2012

U.S. District Court for the Northern District of Georgia, 2008

U.S. District Court for the Middle District of Florida, 2008

Judicial clerkships

Remember to include the court name and year, and use the title of “Judge” rather than “the Honorable.”

For example:

Judge, Court, year

U.S. District Judge Richard W. Story, U.S. District Court for the Northern District of Georgia, 2008-2009

Professional organizations

Be sure to highlight any leadership positions or roles that demonstrate your involvement and influence in the professional community.

For example:

Organization, position, years served.

National Association of Women Lawyers, member, 2010-present

American Board of Trial Advocates, Southeastern Georgia Chapter, president, 2020; member, 2008-2020

Presentations and publications

When referencing articles that the attorney authored or was quoted in, be mindful of the publications' reprint rights to avoid copyright infringement. When in doubt, link to the original article – and review our [reprint rights explainer](#).

If the attorney's presentation or article is more than five years old, it's probably time to remove it from their bio page. There are exceptions for particularly notable engagements or relevant topics – but deploy those sparingly and review them annually for relevance. Lengthy lists don't add value, and they certainly don't scream, "Read me!"

For example:

"Presentation Title," Event, City, State, role, month, year.

"Strategies for Trial Success: How to Captivate Jurors," National Litigation Summit, Los Angeles, CA, co-panelist, June 2021

"Article Title," Publication, month, year

"5 Commercial Litigation Trends to Watch in 2024," Law.com, January 2024

Awards

Check the program's publicity guidelines to ensure the correct phrasing for awards and rankings. Best Lawyers, Chambers and Super Lawyers, among others, have specific rules regarding how recognitions are marketed and how logos are used.

For example:

Award Name, year(s)

Best Lawyers: Ones to Watch® in America, 2020

Chambers USA - America's Leading Business Lawyers guide,
Corporate/M&A & Private Equity, 2014-2023



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