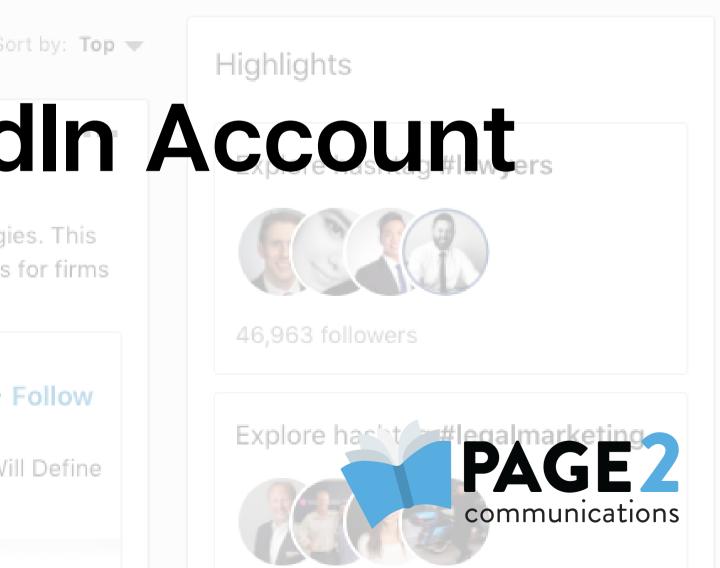


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Jobs	1w • S Now is the perfect time for firms evaluate their communication strategie
People	article by Molly McDonough at Above the Law offers some great ideas to consider during this crisis. #coronavirus #lawfirmmanagement
Ads	Above the Law 5,822 followers 1w • 🕥
	How You Communicate With Your Firm — Everyone In Your Firm — Wil You For Years

See all 6 employees on LinkedIn →





Welcome to LinkedIn

- LinkedIn is the No. 1 channel for B2B marketers to distribute content
- 91% of executives rate LinkedIn as their top choice for finding professionally relevant content
- Creating a complete profile will take some time and effort, but if marketing yourself is a priority, then this is an essential step in promoting your practice



PAGE2 ✓ Following Page 2 Communications LLC Public Relations & Communications · Chicago, Illinois · 51 followers Components of a Complete Visit website 🛂 Images Documents ort by: Top 🔻 Home Highlights LinkedIn Profile About Page 2 PAGE2 Explore hashtag #lawyers 51 followers 1w • 🕲 Jobs Now is the perfect time for firms evaluate their communication strategies. This article by Molly McDonough at Above the Law offers some great ideas for firms People to consider during this crisis. #coronavirus #lawfirmmanagement

Ads

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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years





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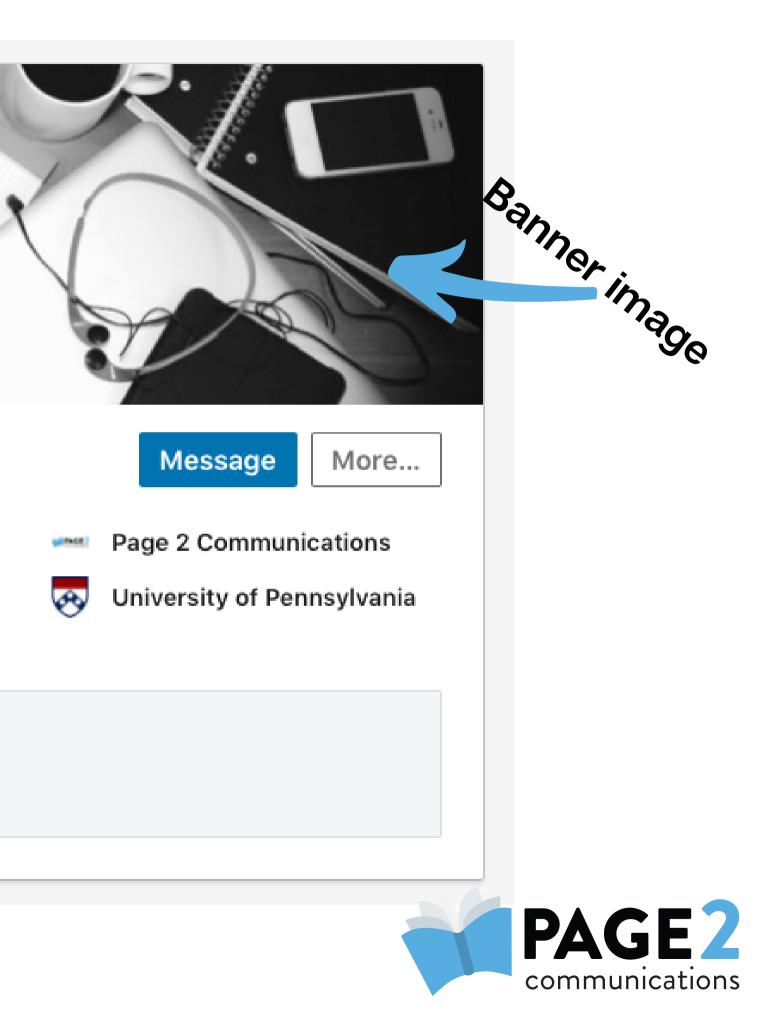
Debra Pickett · 1st

profile picture

Law Firm Media Strategist. Entrepreneur. Writer.

Chicago, Illinois · 500+ connections · Contact info

Providing services Public Relations and Management Consulting See all details





Profile Picture

- Professional headshot
 - Matches your headshot on the firm website
- Banner image
 - The photo that runs along the top of your profile page (above your profile picture and other information)
 - Makes your profile look clean and more complete







Default banner





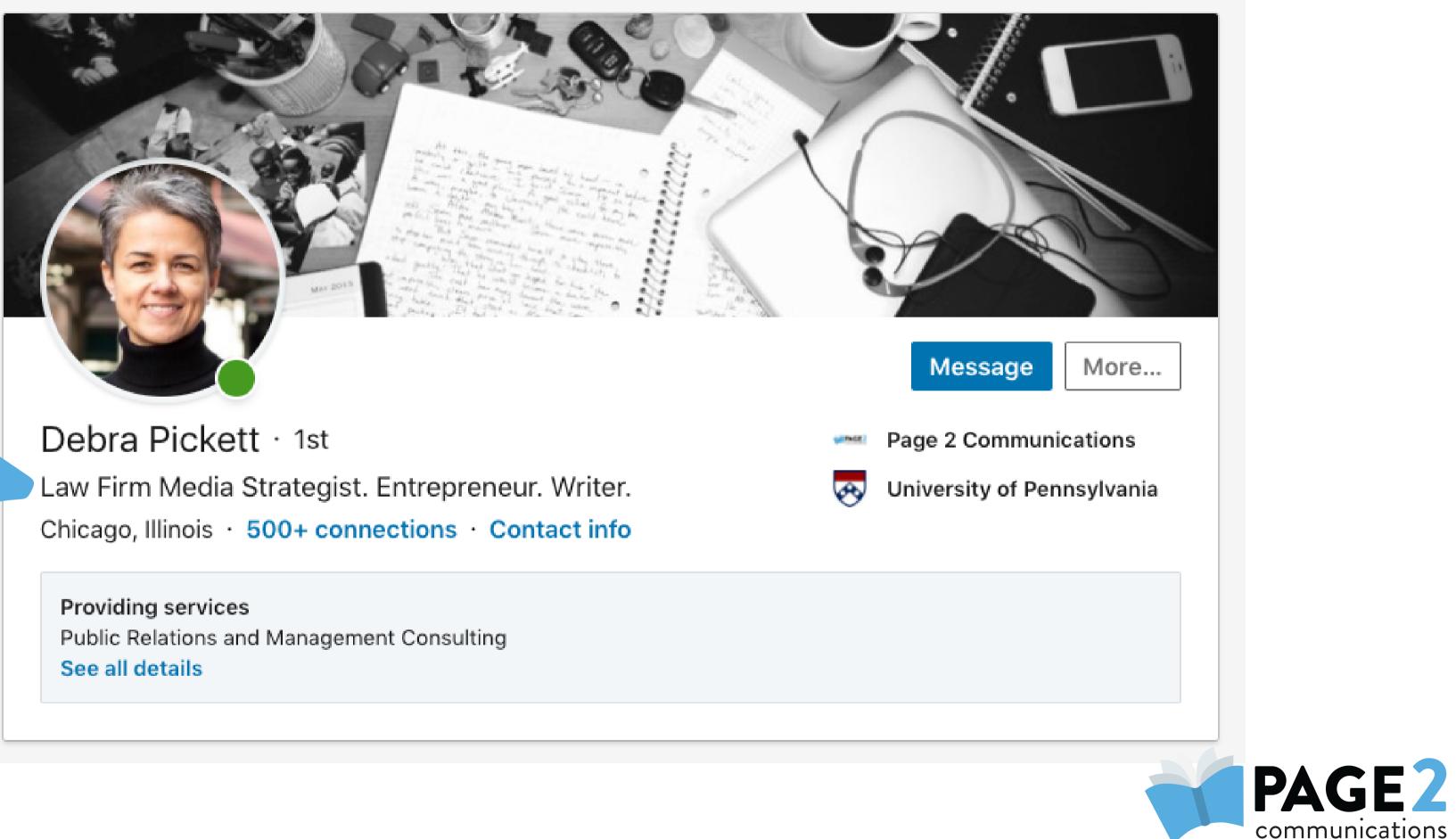
Michael Sandler · 1st

Account Executive at Page 2 Communications LLC Chicago, Illinois · 449 connections · Contact info

- Page 2 Communications LLC
 - Columbia College Chicago









Headline

- Headlines appear at the top of your profile directly underneath your name
 - They also appear next to your name in search results essentially, this is your first impression
- Headlines should be a sentence or phrase that describes your practice in 120 characters or fewer





Headline

- Approaches to crafting a headline: 1) Keep it simple; just list your title Example: Intellectual Property Attorney at Smith & Jones LLP
 - 2) Use the formula [Job title]: helping X do Y Example: Intellectual property attorney serving clients in the pharmaceutical industry
 - 3) Leave out the job title and describe what you do Example: Law Firm Media Strategist. Entrepreneur. Writer.







Debra Pickett

Law Firm Media Strategist. Entrepreneur. Writer. Chicago, Illinois · 500+ connections · Contact info

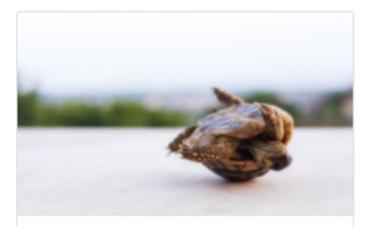
Providing services Public Relations and Management Consulting See all details

Public

About

Experienced print and television journalist with particular insight into legal and public policy issues, offering communications strategy consulting, media training and other marketing services to law firms, attorneys and their clients. Owner of Page 2 Communications. Author of REPORTING LIVES.

Featured



Learning to Fail Like a Man Debra Pickett on LinkedIn When it comes to getting the word and about their firm's gender diversity, many marketing directors because inpublicating rates that demonstrate programs. Using external communications to specifically a eventy split associate class, a tree equity partner when a worman entities contributions of worman alternary compares seen is a great racy to promote yourient's commission of the program (b).

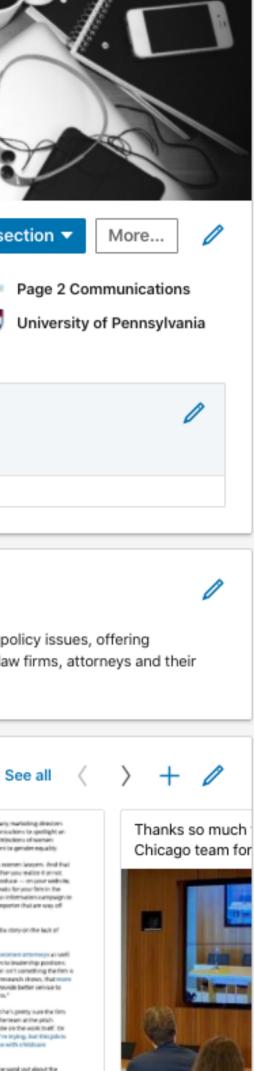
But initiation are entry one place of the story alread here your liters supports its reament leavyons. And their full story may already be on-display for prospective clients and recently, whether you realize it princt. From several means already all the particular the communications you produce — on your website is not in reads and what they say. There's nothing more than learning an ambridge information comparison comparison comparison and the media and inhat they say. There's nothing more than learning an ambridge information comparison comparison to move the says from in image, only to have it understanding commercial to a report of the larm way of measure.

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Leader 3" suprements underscare Parmybering department's work to get the same



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About

- Fewer than 2.000 characters
- Include language about your practice and target clients
- Put your career choices into context
 - Highlight big achievements
 - Show your personality

- Components:
 - Explain what you do and why
 - you do it
 - Explain your past
 - Highlight success
 - Be authentic and show
 - personality





About

- Tips for writing your summary:
 - Include keywords
 - Use common terms and keywords that are relevant to your clients and would be used to find someone with your experience in a LinkedIn or Google search
 - No jargon keep it simple
 - Avoid long paragraphs
 - Break up text into smaller paragraphs or bullet points
 - Consider ending with a call to action or an invitation to connect





About

Experienced print and television journalist with particular insight into legal and public policy issues, offering communications strategy consulting, media training and other marketing services to law firms, attorneys and their clients. Owner of Page 2 Communications. Author of REPORTING LIVES.

About

As an account executive I manage social media strategy and content creation for Page 2 and our clients journalist queries, connecting our client experts with reporters and producers seeking expert sources. I proactively generate media opportunities and thought leadership content ideas by researching and trac trending topics.

Prior to joining Page 2, I worked as a field organizer for a political campaign, connecting with leaders an of communities across central Illinois.

I have a Bachelor's degree in international relations from McKendree University and a Master's degree in Science from Illinois State University. As a graduate student, I served as the editorial assistant for an on publication of student research. Much of my own research focused on how various political events are r in the media how that coverage influences public opinion. That research interest is what led me to work marketing.

Outside of work I volunteer with Women's March Chicago as a social media manager and strategist. I er Cubs games, attending concerts, and frequenting dog parks with my two dogs on weekends.

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Debra Pickett

Law Firm Media Strategist. Entrepreneur. Writer. Chicago, Illinois · 500+ connections · Contact info

Providing services Public Relations and Management Consulting

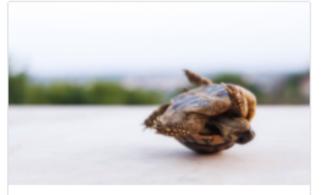
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Public

About

Experienced print and television journalist with particular insight into legal and public communications strategy consulting, media training and other marketing services to clients. Owner of Page 2 Communications. Author of REPORTING LIVES.

Featured



Learning to Fail Like a Man Debra Pickett on LinkedIn

"Can a woman beat Donald Trump?" Elizabeth Warren asked in last week's...

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When it somas to getting the workfaul about their time's gender diversity forus an publiciting shall be demonstrate programs. Using enternal can workful spit a socialisations, a start on equity publices which is a workfaul alternary on manageter scales is a genet step to promote your flow's carries alternary.

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Leader if is serminants underscare the marketing department's work to ge progress the firm is making on gender disensity. He skills by artisulates no bat why, and how these instantives with ultimately benefit stores. Leader B

Your Firm Is Walking the Walk on Diversity, But Are Your Leaders Talking the Talk?

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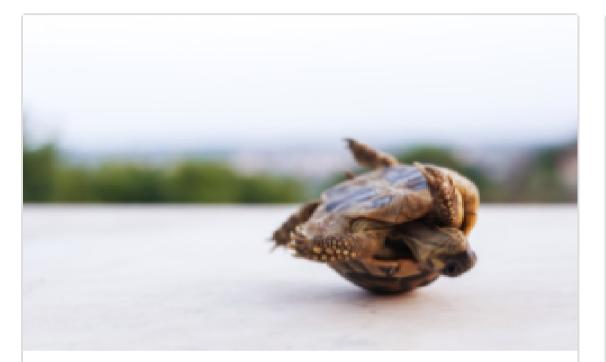
Featured

- Showcase your published works, media mentions, websites, etc.
- What you can post here:
 - Thought leadership pieces
 - Media quotes
 - Blog posts
- If there is one thing you are going to update regularly, this should be it





Featured



Learning to Fail Like a Man

"Can a woman beat Donald Trump?" Elizabeth Warren asked in last week's...

😋 📿 🚫 17

When it comes to getting the word out about their firm's gender diversity, many marketing directors fecus on publiciting stats that demonstrate progress. Using external communications to spotlight an evenly split associate class, a new equity partner who is a woman or the contributions of women alterneys on manquee cases is a great way to promote your firm's commitment to gender equality.

But statistics are only one piece of the story about how your firm supports its women lawyers. And that full story may already be on display for prospective clients and recruits, whether you realize it or not. Your overall messaging comes across not just in the communications you produce — on your website, on social media, in ads and thought leadership pieces — but also in who speaks for your firm in the media and what they say. There's nothing worse than launching an ambitious information campaign to modernize your firm's image, only to have it undermined by comments to a reporter that are way off message.

Let's look at two hypothetical cases of law firm leaders quoted in a legal media story on the lack of women represented in banking and finance law.

Law leader A describes his firm's talent driven effort to bring in the best women attorneys as well as a robust mentoring and sponsonihip program locused on advancing them to leadership positions. "It's important to us to promote top women attorneys," he says. "But inclusion isn't something the firm is embracing out of social correctness or benevolence. Instead, we know, and research shows, that more diverse teams of lawyers are better problem solvers, which means they provide better senses to clients. More women in leadership is good for the firm and good for our clients."

Law leader 8 talks about his firm's efforts in a different way. He nates that he's pretty sure the firm won the business on a \$38 billion deal because they included a woman on the team at the pitch meeting, though he doesn't say whether that woman will play a significant role on the work itself. On the matter of advancing women attorneys in this practice area, he says, "We're trying, but this job is just inhonently domanding and unpredictable, and it's tough for someone with childcare responsibilities to fully participate."

Leader A's comments underscore the marketing department's work to get the word out about the progress the firm is making on gender diversity. He skillfully articulates not just what the firm is doing but why, and how these initiatives will ultimately benefit clients. Leader B's comments, however, will

Your Firm Is Walking the Walk on Diversity, But Are Your Leaders Talking...

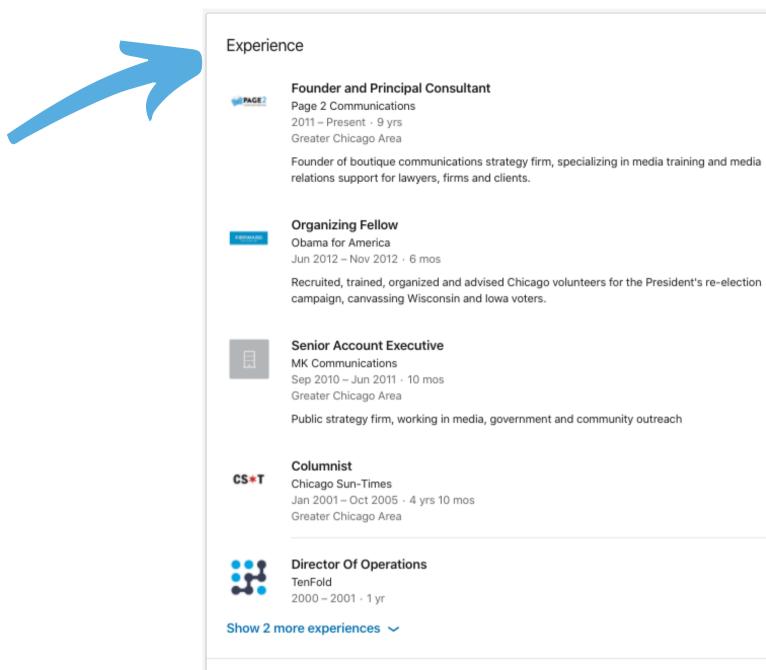
See all

Thanks so much LMA Chicago tea



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Education



University of Pennsylvania BA, MA, English 1991 - 1995 Activities and Societies: Daily Pennsylvanian

Volunteer Experience



"My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 - Jun 2017 • 2 yrs Social Services

Collect and curate the life stories of VA patients.

- 18 B

Member, Marketing Committee Women Employed Oct 2015 – Present + 4 yrs 7 mos Civil Rights and Social Action

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Experience

- Describe your career history
- Whenever possible, link the company with the employer's LinkedIn page
 - Linking your personal profile to your employer's page will allow others to find you through the company page
- Add a headline for each job
- Add more details in the Description section (optional)
 - Include important cases, clients, achievements, etc.





Experience

PAGE2

Founder and Principal Consultant

Page 2 Communications 2011 – Present · 9 yrs Greater Chicago Area

Founder of boutique communications strategy firm, specializing in media training and media relations support for lawyers, firms and clients.



Organizing Fellow

Obama for America Jun 2012 – Nov 2012 · 6 mos

Recruited, trained, organized and advised Chicago volunteers for the President's re-election campaign, canvassing Wisconsin and Iowa voters.



Senior Account Executive

MK Communications Sep 2010 – Jun 2011 · 10 mos Greater Chicago Area

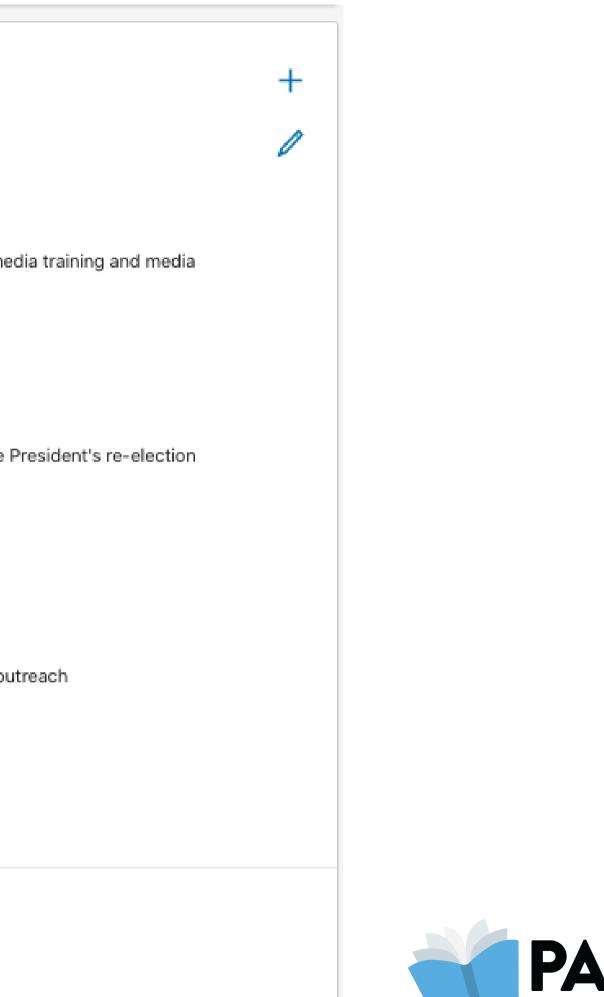
Public strategy firm, working in media, government and community outreach

CS*T

Columnist Chicago Sun-Times Jan 2001 – Oct 2005 · 4 yrs 10 mos Greater Chicago Area



Director Of Operations TenFold 2000 – 2001 · 1 yr





Experience	
PAGE 2	Founder and Principal Consultant Page 2 Communications 2011 – Present · 9 yrs Greater Chicago Area Founder of boutique communications strategy firm, specializing in media training and media relations support for lawyers, firms and clients.
FERMARD.	Organizing Fellow Obama for America Jun 2012 – Nov 2012 · 6 mos Recruited, trained, organized and advised Chicago volunteers for the President's re-election campaign, canvassing Wisconsin and Iowa voters.
	Senior Account Executive MK Communications Sep 2010 – Jun 2011 · 10 mos Greater Chicago Area Public strategy firm, working in media, government and community outreach
CS*T	Columnist Chicago Sun-Times Jan 2001 – Oct 2005 · 4 yrs 10 mos Greater Chicago Area
Show 2 r	Director Of Operations TenFold 2000 – 2001 · 1 yr more experiences ~
Educati	University of Pennsylvania BA, MA, English 1991 – 1995
Activities and Societies: Daily Pennsylvanian Volunteer Experience	
∃	"My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 – Jun 2017 • 2 yrs Social Services Collect and curate the life stories of VA patients.
28	Member, Marketing Committee Women Employed Oct 2015 – Present • 4 yrs 7 mos Civil Rights and Social Action

Support the advocacy work of Women Employed through marketing communication and media outreach.

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Education

- Add separate items for undergraduate, graduate, law school
- Link your profile to the school's LinkedIn page
- Include as much or as little detail as you would like
 - Typically, all you need is your degree and field of study, but you can also include organizations, recognitions and activities

Education



Illinois State University Master's degree, Political Science and Government 2015 - 2017



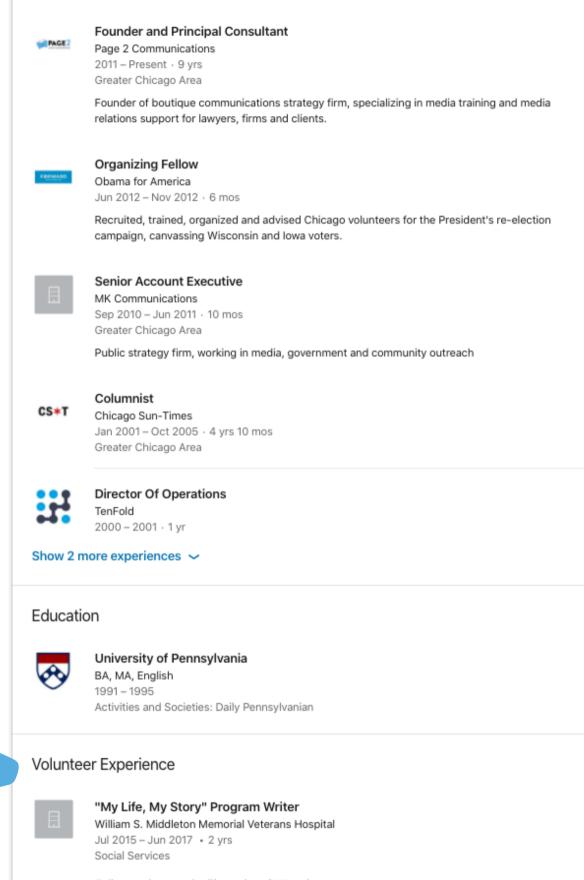
McKendree University

Bachelor of Arts (B.A.), International Relations and Affairs 2011 - 2015 Activities and Societies: Women's Soccer Team Student Government Association Senior Class

Gift Chairperson Student Ambassador Public Affairs Forum Campus Activities Board Phi Kappa Phi Pi Gamma Mu Pi Sigma Alpha Phi Eta Sigma



Experience



Collect and curate the life stories of VA patients.



Member, Marketing Committee Women Employed

Oct 2015 – Present • 4 yrs 7 mos Civil Rights and Social Action

Support the advocacy work of Women Employed through marketing communication and media outreach. +

+



Other Sections

- Volunteer experience
 - Link your profile to their organizations, when possible





"My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 - Jun 2017 • 2 yrs Social Services

Collect and curate the life stories of VA patients.



Member, Marketing Committee

Women Employed Oct 2015 - Present · 4 yrs 7 mos Civil Rights and Social Action

Support the advocacy work of Women Employed through marketing communication and media outreach.



Concordia Place Sep 2015 - Present · 4 yrs 8 mos

Support and direct the work of Concordia Place. We believe all people deserve to reach their full potential. Concordia Place provides growth and opportunity to 800 Chicago children, teens and adults each year, no matter their age or circumstance.

Secretary and Executive Committee Member, Board of Directors



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Volunteer Experience



"My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 – Jun 2017 • 2 yrs Social Services

Collect and curate the life stories of VA patients.



Member, Marketing Committee

Women Employed Oct 2015 – Present • 4 yrs 7 mos Civil Rights and Social Action

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Skills & Endorsements

Add a new skill

Take skill quiz

Media Relations - 61

	Endorsed by Howard Riefs and 1 other who is	CS=T	Endorsed by 17 of Debra's colleagues at 0
U	highly skilled at this	65+1	Sun-Times

Journalism · 36

Endorsed by Howard Wolinsky and 3 others who are highly skilled at this

Endorsed by 8 of Debra's colleagues at Chicago Sun-Times

Strategic Communications - 34

Endorsed by 5 of Debra's colleagues at Chicago Sun-Times

Show	more 🗸		
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Recommendations

Given (2)

Ask for a recommendation 🥒

Received (1) Given (2)

Bob Mutter Independent Writing and Editing Professional July 6, 2011, Bob worked with Debra in different groups Debra was one of the best writers at a paper filled with talented writers. She wrote in a breezy style that seemed to pull you through the story until you couldn't believe you were done and had enjoyed every word.

Accomplishments

1	Honor & Award
1	40 Under 40 List



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Other Sections

- Skills and Endorsements
 - Skills are basically keywords you would like to have associated with your profile
 - Examples:
 - Patent litigation
 - Litigation
 - Trials
 - Licensing

*Rules of Professional Conduct do apply here



Volunteer Experience



"My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 – Jun 2017 + 2 yrs Social Services

Collect and curate the life stories of VA patients.



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Secretary and Executive Committee Member, Board of Directors

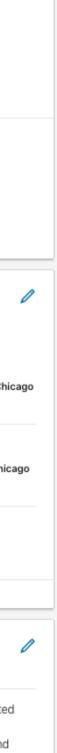
Concordia Place Sep 2015 – Present + 4 yrs 8 mos

Support and direct the work of Concordia Place. We believe all people deserve to reach their full potential. Concordia Place provides growth and opportunity to 800 Chicago children, teens and adults each year, no matter their age or circumstance.

Skills & Endorsements Add a new skill 🧳 Take skill quiz Media Relations - 61 Endorsed by 17 of Debra's colleagues at Chicago Endorsed by Howard Riefs and 1 other who is highly skilled at this Sun-Times Journalism - 36 Endorsed by 8 of Debra's colleagues at Chicago Endorsed by Howard Wolinsky and 3 others who are highly skilled at this Sun-Times Strategic Communications - 34 Indorsed by 5 of Debra's colleagues at Chicago Sun-Times Show more ~ Recommendations Ask for a recommendation 0 Received (1) Given (2) Debra was one of the best writers at a paper filled with talented Bob Mutter Independent Writing and writers. She wrote in a breezy style that seemed to pull you Editing Professional through the story until you couldn't believe you were done and July 6, 2011, Bob worked with had enjoyed every word. Debra in different groups

Accomplishments

1 Honor & Award 40 Under 40 List



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Other Sections

- Recommendations
 - OK to ask a client or colleague for a recommendation
 - Recommendations cannot be edited by you
 - Recommendations must come from direct knowledge of your work

*Rules of Professional Conduct do apply



Volunteer Experience "My Life, My Story" Program Writer William S. Middleton Memorial Veterans Hospital Jul 2015 - Jun 2017 • 2 yrs Social Services Collect and curate the life stories of VA patients. Member, Marketing Committee 98 Women Employed Oct 2015 – Present • 4 yrs 7 mos Civil Rights and Social Action Support the advocacy work of Women Employed through marketing commun outreach. Secretary and Executive Committee Member, Board of Directors Ş Concordia Place Sep 2015 - Present • 4 yrs 8 mos Support and direct the work of Concordia Place. We believe all people deserv potential. Concordia Place provides growth and opportunity to 800 Chicago of adults each year, no matter their age or circumstance. Skills & Endorsements Take skill quiz Media Relations 61 Endorsed by Howard Riefs and 1 other who is Endorsed by 17 of Deb CS+T highly skilled at this Sun-Times Journalism · 36 Endorsed by 8 of Debra Endorsed by Howard Wolinsky and 3 others who are highly skilled at this Sun-Times Strategic Communications - 34 Endorsed by 5 of Debra's colleagues at Chicago Sun-Times Show more ~ Recommendations Ask for a Received (1) Given (2) Bob Mutter Debra was one of the best writers at a pape Independent Writing and writers. She wrote in a breezy style that see Editing Professional through the story until you couldn't believe July 6, 2011, Bob worked with Debra in different groups had enjoyed every word. Accomplishments

> Honor & Award 40 Under 40 List

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Other Sections

- Accomplishments
 - Honors and Awards
 - Examples:
 - 40 Under Forty
 - Rising Stars
 - Illinois Super Lawyers
 - Other possible categories of accomplishments to add:
 - Patents, Publications, Projects, Merit-based Organizations, Languages

*Rules of Professional Conduct do apply; use precise language for award program names





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People	article by Molly to consider duri
Ads	Above 5,822 fo 1w • (S)

deb@page2comm.com

taryn@page2comm.com

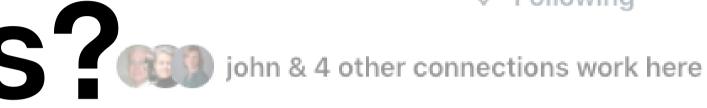
ect time for firms evaluate their communication strategies. This McDonough at Above the Law offers some great ideas for firms ing this crisis. #coronavirus #lawfirmmanagement

the Law lowers

How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years



✓ Following



See all 6 employees on LinkedIn \rightarrow

