

**ELEVARE EDGE:
WEEKLY TIP**

**Why visibility is
essential for
lawyers and
consultants**

Cost of staying in the
shadows



Visibility isn't
about being
"famous."

**It's about being
available to the
people who need
your expertise.**



3 Real Reasons Firms Lose Business

Cost of staying in the shadows



1. The Content Gap

GCs are looking for **thought leadership**. If they aren't getting it from you, they are getting it from your competitor.



2. The Association Gap

If your partners aren't in the room (or the digital room), your firm doesn't exist in the conversation.



3. The Digital Gap

If you aren't **searchable**, you aren't "safe" to hire in the eyes of a modern committee.



Start small

3 baby steps that you could take

1

Write an article and have that posted on your social media pages.

2

Share a relevant article with three key clients via a personal note.

3

Show up consistently



**Expertise is only half
the battle. Being
seen is the other half.**



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