

## Biography

### Chrissie Lightfoot, The Entrepreneur Lawyer (of the naked kind)



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Chrissie Lightfoot is a prominent international legal figure and the chief executive officer of EntrepreneurLawyer Ltd, a global consulting business specializing in relationship sales and based in the UK. Chrissie is an inspirational woman entrepreneur, a solicitor (non-practising), consultant, regular international Keynote speaker, legal futurist, legal commentator and a writer. **In 2013 she was nominated and honoured as Legal Professional of the Year 2013 and a Top 100 International Executive;** as published in the International Top 100 Business Magazine.

She advises law firms and their individual lawyers globally on personal branding, sales, social media, social networking, marketing, business development and innovation. As a legal commentator she is periodically quoted in *The (London) Times*, and the newspaper reported Chrissie as one of the Top Ten Best Legal Tweeters. Chrissie is a columnist for *The Global Legal Post* magazine / e-zine, designated blogger for the *Law Society Gazette* ('In Business' blog), *Trinity Mirror* ('Totally Legal' blog), *EnCountry* ('Entrepreneur Country' blog) and *Fresh Business Thinking* blog and e-zine. She is a UK national award and prize winning researcher, a women's enterprise ambassador and a mentor on behalf of The Prince's Trust Million Makers Corporate Challenge. As an author, Chrissie is best noted for her pioneering and groundbreaking best-seller ***The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell YOU!*** together with her consultancy and training in The ROAR Experience Social Media Programme. *The Naked Lawyer* is recommended and mentioned in Professor Richard Susskind's recent book, ***Tomorrow's Lawyers***, along with only a handful of select books as the go to literature on the future of legal services. She writes many articles in both the legal and business press (a regular contributor to *Managing Partner* magazine) and is also contributing author of a number of business books.

Chrissie has been involved in various entrepreneurial, innovative and commercial activity, experience and successes throughout her career to date, primarily in the Legal, New Media, Management Consultancy and Sport & Leisure (inc. health & fitness) sectors. As a serial entrepreneur, sales and innovation have been her forte and passion. Whilst training as a solicitor Chrissie was interested in the future of legal services, providing extraordinary client service and increasing sales. She was proactive in innovating the quality and delivery of legal advice and was the brainchild of the firm's business start-up legal package, e-commerce proposition, in-house corporate knowledge hub and entrepreneur and employee share scheme niche focus. Chrissie was the first trainee solicitor in the UK and globally to devise a unique personal brand – ***Chrissie Lightfoot, The Entrepreneur Lawyer*** - which achieved impressive sales and marketing results.

**Chrissie achieved Bachelor of Arts (Honours) degree 1st Class in Leisure & Business Studies** (1996), Masters in Law degree (2006) and Legal Practice Certificate (2008) at Nottingham Law School. She qualified as a solicitor in 2009 at a mid-tier law firm in Leeds, UK.

**Clients include(d):** Top 20 law firms in the UK (including magic circle), Europe, USA, Australia and New Zealand, Law Society of England & Wales, Law Society of Scotland, International Bar Association, SIFA (UK), Fordham University School of Law (New York, USA), Harvard Law School (USA), Oxford University (UK), The College of Law (UK), UK National Associations, LawTech Europe, ILTA (USA & UK), Australian Legal Practice Management Association (Australia), Future Firm Forum (New Zealand), The Lawlink Group Ltd (New Zealand), Simpson & Western (Auckland, New Zealand); Jackson Russell (Auckland, New Zealand), McCullough Robertson Lawyers (Queensland, Australia), Berwin Leighton Paisner LLP (UK), Eversheds LLP (UK), DLA (UK), Shoosmiths LLP, Nabarro LLP, Herbert Smith Freehills, Pannone LLP, Connect2Law, X-press Legal Services Ltd (UK), Law Plain And Simple Ltd, Winscribe, Easyjet, Baker Tilly, Grant Thornton, PwC Legal, Deltek, LexisNexis and more...

**Client achievement example:** ONE Partner in an Australian law firm, after reading The Naked Lawyer eBook, hearing Chrissie speak, consulting with Chrissie on her ROAR model and putting into practice what she advocated (*from a standing start and directly attributable to*) achieved **£1,000,000 (\$1.6m Aussie) in new client instruction fees** financial year May 2011-2012.

**2010-2013 Legal innovation involvement:** LawWithoutWalls project and initiative (Miami University School of Law, Florida, USA); Law Firm Marketing course (Fordham University School of Law, New York, USA); College of Law (London, UK) LNTV Core Programme 5650 - Practice Management & Compliance: Branding, Social Media and Networking (co-contributor with Eversheds Managing Partner).

#### **Rave Reviews ...**

The Naked Lawyer eBook: <http://entrepreneurlawyer.co.uk/products-services/ebook/reviews>

Speaker Testimonials: <http://entrepreneurlawyer.co.uk/products-services/seminars-events>

Advisory/Consultancy Work: <http://entrepreneurlawyer.co.uk/about/testimonials>

#### **SUMMARY: How can Chrissie Lightfoot help you & what does she actually do?**

- Writes, speaks, advises and consults on the topic “How To Market, Brand & Sell YOU!” – throughout the UK & Internationally.
- Delivers The ROAR Social Media Experience – a groundbreaking sales programme which unlocks rainmaker and commercial potential.
- Advises on sales & marketing and innovation of the same, particularly in relation to the development of personal brands and use of the same in social media and social networks to attract and retain prospects and clients.
- Presents/Speaks (45min > 1hr session) and runs sessions / workshops / roundtables part planned, part ad-hoc to meet individual and/or group objectives on the subject of: personal brand, niche, social media / social networking / social brand / social business, the future of law and lawyering.
- Gets involved in marketing & sales strategy, planning, creation, development, implementation and execution of the same (including personal brands and social media/networking) to build the sales pipeline and increase sales/instructions.
- Supports the development of the internal Business Development / Marketing / Sales / Social Media / Training / Learning & Development function.
- Acts as a high-level business introducer. Professional network (8000+ globally) comprising leaders in industry, politicians, academics, entrepreneurs and those in the professions; lawyers, accountants, IFAs, bankers, health / medicine, insurance professionals etc.
- Author of best-seller book *The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell You!*

**Website & Blog:** <http://www.entrepreneurlawyer.co.uk> & <http://entrepreneurlawyer.co.uk/blog>

**Speaking:** <http://entrepreneurlawyer.co.uk/products-services/seminars-events>

**LinkedIn:** <http://www.linkedin.com/in/chrissielightfoot>

**Twitter:** @TheNakedLawyer @EntrepreneurLaw

**Facebook:** <http://www.facebook.com/EntrepreneurLawyer>

**YouTube:** <http://www.youtube.com/TheNakedLawyer> ; [www.youtube.com/EntrepreneurLawyer](http://www.youtube.com/EntrepreneurLawyer)

**Ebook:** The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell You! <http://thenakedlawyerebook.com>