

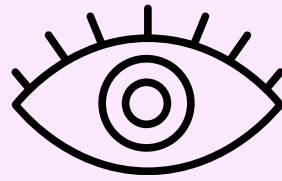
# 5 Steps for Lawyers TO BUILD AN AUTHENTIC PERSONAL BRAND + BE HAPPY

Clarissa Rawyard's advice for building a happy and sustainable life as a lawyer.



**5** Make  
time for  
fun!

Lawyers are often stereotyped as being grey-suited, overly serious and dour people, but this doesn't mean one has to sacrifice their personality or creativity to be a respected and competent professional. Prioritise getting a little bit of light-hearted nothingness into your day to have an outlet outside of work!



**4** Get  
good  
sleep

Did you know multiple studies have confirmed that sleep deprivation has the same impact on your brain as being drunk? The culture of overwork in law encourages poor sleeping habits, but it's vital to ensure you are taking adequate time to let your body and mind rest.



**3**

Build an  
authentic  
brand

Building an authentic personal brand based on your values means you are more likely to actually want to engage with your network and communicate your brand to the market.



**2**

Approach  
work  
creatively

Lawyers are often adverse to creatively experimenting with their work because of their fear of 'failure', but there is nothing wrong with 'failing fast' to enhance workplace efficiency.



**1**

Identify your  
values

Ask yourself what makes you happy and what your perfect work/life balance looks like. It's important to understand what your personal needs are and what you believe in.