

# Improving your signature line

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How important is an email signature line? Apparently, more important than you may think. These blocks of information convey important information about your firm, and offer a valuable space for some effective marketing. By ignoring them or failing to include the appropriate data, you are missing out on a potentially beneficial opportunity.

An [article](#) by the American Bar Association discussed signature lines and how attorneys can best benefit from them. The author pointed out three basic areas for consideration:

1. Firm contact information
2. Legally required disclosures
3. Marketing statement

For the purpose of this article, I will not go into the disclosures. These are governed by state regulations, so consult your state bar for necessary guidance. Instead, we'll discuss the details of your contact information, along with the marketing opportunity.

## Contact Information

The contact information of the signature line gives readers the basics about who you are and how to get in contact with you. This includes your full name and title, as well as the firm's full name. Contact numbers are also necessary, including a telephone and facsimile number. Lastly, list your firm's complete URL address. Consider hyperlinking it for convenience and easy access for the reader. The appropriateness of including a street address really depends on the nature of your practice. A neighborhood criminal defense practice would likely benefit from an address line, while a transactional firm that conducts the majority of its business online is unlikely to see much foot traffic.

## The Marketing Opp

Use the few lines that follow the contact information to provide the world with interesting facts about you and/or your firm. This could include a static message, like your firm's motto or a short mission statement. If you really want to make an impact, try adding a statement about an impressive legal win or link to a recent published article. Don't assume that this part of your signature line must remain constant. It only take a few minutes to change a signature line, so switch it up at your whim.

Don't overlook your signature line. Whether it's on the bottom of a professional email or listed on a Vcard, your signature line offers valuable real estate for your firm's marketing efforts.

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### About Erika Winston:

*Erika Winston is a Virginia based writer with a passion for all things legal. As a former domestic relations attorney, she understands the challenge of determining the best fee structure for your practice. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.*