

Popular Threads on Solosez

True Solos Using “WE” on Website

Ok, we discussed using "offices" when there's really only one...what about using "we" when you're a true solo?

I'm revamping my website and am writing the little blurbs about services. "We offer the following services" seems misleading since it's really only me. "I offer the following services" seems strange, somehow, especially if people are navigating to that page before discovering I'm a solo. "The Law Office of Gina Madsen offers the following services" makes it seem like I'm trying to be bigger than I am and might give the impression I'm inaccessible.

I think it's pretentious for a solo with no staff to use "we." I use "I" on my website because it's honest and reflects a personal touch, though I use "we" in sentences when I refer to myself and the client working together. If potential clients want a lawyer with staff, they'll be really disappointed when they see my one-room office with just me answering the door, and I wouldn't want them wasting their time if they can learn about my practice in advance.

Adrian Pritchett

Given recent posts about bats etc., I assumed that by "we" Gina might be referring to something like this...

Harry Callahan: We're not just going to let you walk out of here.

Crook: Who's "we", sucker?

Harry Callahan: Smith, and Wesson, and me.

Brian Elliott

You could say that "Your calls will be returned promptly." "The firm strives to return all calls promptly."

Craig McLaughlin, California

I have considered this issue while dreaming up my true solo plans. Because I intend to organize a business entity, I resolved that "we" is appropriate because there are Ed the attorney and Ed, P.S.C., the entity that combine to serve PCs. $1 + 1 = We$. My ethics training often stymies progress on such issues that appear misleading, or otherwise morally cloudy. However, this one passed with relative ease. Feel nothing but pride about advertising the services of both Gina Madsen, Esq., MBA, and the Law Office of Gina Madsen.

Edward George Zuger III, Kentucky

I justify using we since I do have a receptionist service that answers my calls, answers simple questions, and helps with various tasks. Don't know if that rationalization would work for me but that's how I feel comfortable about it.

Joshua G. Jones, Texas

I think "we" is much preferred in copy text, but the ethics board may disagree for a "true solo." I don't think "we" means you must have another lawyer working there in all circumstances. I believe that the use of almost any support staff would qualify as "we" in a lot of cases. For example, "we return your calls promptly" may require the efforts of more people than just the attorney (assuming you have someone else who takes calls from time to time).

As Steve suggested, you may need to re-draft to work around the issue when it involves an issue that can only be addressed by an attorney.

Michael McKinney, Indiana

But then, you'll be sharing your legal fees with a non-lawyer, which can be an issue. If you buy yourself something, is that exchanging something of value for a referral? Can you deduct lunch everyday as a marketing event, provided you discuss something with yourself.

Rather strained logic to justify something that no one cares about.

Just redraft your copy so you don't have to say either. Instead of "I/we do this" maybe "if you need this ___ call to schedule an appointment."

Steven O'Donnell, Pennsylvania

Well, you could claim you're using the "royal" or "editorial" we when everyone knows it's just you.

Tom Simchak, Texas

I'm not convinced you gain anything by saying "we" or lose anything by saying "I". When people hire a lawyer, they want someone who will focus and fight. They don't really care if there are others around, so long as their needs are met.

Personally I'm planning on sticking with I.

Vincent Lyon