

## Using Singular or Plural on Your Website?

Good morning folks. I am creating a new website, and I just wanted to get some opinions on using singular or plural when describing your firm. My firm is just me. I have no employees. I have a reception service that answers my firm. I know a lot of people say things like "Our firm offers....." to make it sound like the firm is bigger than it is. I think I prefer "My firm offers.... or I offer..." because I think it sounds more personal. What do y'all think?

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I would use the singular. It comes across as more honest and less pretentious. Also, if you don't have employees, partners, or associated, then you don't really have a firm. I would simply use "I." Frankly, I think most people, in their minds, work with individual attorneys instead of law firms.

Bert Krages, Oregon

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I struggled with this one for a bit when designing mine as well. One of the reasons that I went away from "we" or anything that would suggest multiple people was the fact that the Rules of Professional Conduct in California does not allow for the word "law firm" to be used when it is only 1 person. Rather, "law office" (singular) was what I had to do. So I figured if they were being sticklers with what constituted a law firm, that a suggestive tone of multiple attorneys wouldn't be a good idea either.

My solution was to go 3rd person. "Joshua has..." and "Biletsky Law is a..."

Best,

Joshua M. Biletsky, California

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I am also in a firm that is just me, although I don't have a reception service. I always use the singular on my website because I don't want people to think there are other attorneys in my firm; I also think it sounds more personal. I rent space from a couple of lawyer friends and I don't want there to be confusion over whether they are part of my practice or not. I don't want to use the plural because I don't want to give the impression my practice is bigger than it is because I don't want a misrepresentation argument from someone down the road.

Liz Ferguson, Michigan

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I just took a quick look at my site - I tried to use "I" but I noticed some "we", left over from older stuff. I was told that you can't use "associates" or law "Offices" unless there actually are associates or more than one office, because those words are misleading. When I rewrote some of the copy, I wanted to be more personal than Pope or royal-like. I haven't had the energy to rewrite everything in the course of having the entire site redone.

You might want to reconsider using that third person; it's distancing. And I think that you'd want to be more approachable to potential clients.

Miriam N. Jacobson, Pennsylvania

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I believe that my site uses I. I use the designation Group, but I also explain why I, as a solo, am actually part of a larger group of lawyers (though not the same firm).

<http://www.mitchellpgoldstein.com/the-firm>

Mitchell P. Goldstein, Virginia

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I wonder if this is in line with the old "and associates" catch but that aside I would refer to the firm by name, probably. Something like "At Crossland the goal is to..." "Crossland offers representation in....." I believe you should be able to tackle the majority of your issues like that if you want to.

P. Gieri

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Thanks folk. Y'all are pretty much echoing my thinking on the subject.

Seth Crosland, Texas