



FREE GUIDE — FOR ADVOCATES

HUMANICATE — PROFESSIONAL VOICE SERIES

# Finding Your *Voice*

A practical guide for advocates navigating the digital age —  
what to audit, what to build, and how to show up with clarity,  
consistency and confidence.

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## WHY THIS MATTERS

# Voice before presence

*Most professionals, when they decide to build a digital presence, start with the platforms. Which social media should I use? Do I need a website? Should I be writing articles? These are the wrong first questions.*

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The right first question is: What do I want people to understand about me when they encounter my work?

Because presence without a clear voice is just noise. And the digital world already has more than enough of that.

A professional voice is not a personal brand in the conventional marketing sense. It is something simpler and more powerful — the clarity with which others understand who you are, what you bring, and why it matters. When that clarity exists, everything else becomes easier. Your website writes itself. Your LinkedIn posts have a consistent tone. Your articles feel natural rather than forced.

Your reputation — the thing every professional ultimately depends on — grows in a direction you have chosen, rather than one that has accumulated haphazardly.

*A good reputation is not a journey. It is a destination. You arrive there by consistently aligning with and communicating the value you create, how you create it, and who you create it for.*

## The four outcomes of a clearly defined professional voice

When your professional voice is clear and consistently expressed, four things follow. Not eventually. Progressively, with every piece of content you publish and every contribution you make.

## Clarity

People know immediately who you are and what you bring. You do not have to explain yourself twice. Your perspective is distinct, memorable, and easy to articulate.

## Consistency

You show up the same way, every time, across every channel. Over time, that consistency becomes a signal of reliability — the foundation of trust.

## Authenticity

Your identity is grounded in genuine value you actually create. It cannot be copied, because it is specifically yours. Authenticity, in a profession built on credibility, resonates deeply.

## Credibility

When your insights, your presence and your voice align, your authority becomes visible. You are not claiming expertise. You are demonstrating it.

*The work of uncovering your professional voice — your archetype, your word, your line, your narrative — is deep work. It benefits from structure, from reflection, and from a skilled guide. That work is what Humanicate does. This guide gives you the map. The journey is where the real transformation happens.*



WHERE YOU ARE RIGHT NOW

# The Digital Presence Audit

*Before you can build anything, you need to know what exists. This audit takes less than thirty minutes. Do it honestly. What you find will tell you exactly where to begin.*

Work through each of the five steps in order. For each one, note what exists, what is missing, and what one action would move you forward. Do not try to fix everything at once. The goal of this audit is clarity, not overwhelm.

1

## Search yourself

Open a browser and search your full name. What appears? What does an attorney find when they look you up before considering a brief? If the answer is very little — or nothing — that is your starting point.

→ Write down the first three results. Are they accurate? Current? Do they represent you well?

2

## Assess your website

Does a professional website exist? If yes — does it go beyond a CV? Does it communicate what you think, not just what you have done? In today's environment, its absence raises questions.

→ If no website exists, this is your first action. If one does, ask: would a stranger understand your value within sixty seconds?

3

### Review your LinkedIn profile

Is your profile complete? Does your headline say something meaningful beyond your job title? Is there an About section that reflects your thinking, not just your history?

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→ Read your own About section as though you are a stranger. Does it make you want to know more?

4

### Inventory your published content

Have you written anything publicly — a judgment note, a conference paper, an article, a LinkedIn post? If yes, is it findable? If no published content exists, that is your second action after the website.

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→ List everything you have published publicly. Is there a consistent thread of perspective across it?

5

### Ask one question of one colleague

Choose one person who knows your work well. Ask them one question: *"In one sentence, what makes my professional perspective distinctive?"*

Listen carefully to the words they use, not just the ideas. Write down exactly what they say. That sentence — or the gap between it and what you believe about yourself — is the most useful thing this audit will produce.

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→ Just one person. Just one sentence. This is not research. It is a mirror.

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*Once you have completed the audit, you have a clear picture of where you are. The next two parts give you the tools to move forward — practically, consistently, and within the bounds of your professional obligations.*



## SUSTAINABLE PRESENCE

# One idea. Four formats. One month.

*One of the most common reasons advocates do not publish consistently is the belief that they need a new idea every week. You do not. One well-developed idea, expressed differently across four weeks, gives you a full month of coherent, consistent presence.*

Everything connects. Your voice builds. Your audience begins to recognise your thinking. And you are not starting from scratch each time — you are going deeper into something you already understand.

*You do not need more ideas. You need to do more with the ideas you already have.*

	ACTION	WHAT IT LOOKS LIKE
Week 1	<b>Write the piece</b>	Draft your full thought leadership article. One idea, fully explored, with a clear point of view and a practical takeaway for your reader. This is the source material for everything that follows.
Week 2	<b>Pull one insight</b>	Extract the single most useful insight from your piece. Write it as a short LinkedIn post — two or three sentences, one clear point. It should stand alone without requiring the reader to have read the full article.
Week 3	<b>Share one reflection</b>	Take your key takeaway and write a short personal reflection. What does this mean in practice? What have you observed in your work that supports this point? Keep it brief. Keep it real. Keep it you.

**Week 4****Ask one  
question**

Turn the central tension of your piece into a question for your audience. Invite engagement. Listen to what comes back. That response is your next article.

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One idea. Four touchpoints. Four weeks of presence — without starting from scratch each time.

*Knowing the rhythm is one thing. Writing the first piece with confidence — finding your angle, structuring your argument, expressing your point of view clearly and compliantly — is another. The Humanicate Find Your Voice in Writing workshop is designed exactly for that. You leave with your first thought leadership piece drafted and a framework you can repeat independently. Small groups only. Details at [humanicate.co.za](http://humanicate.co.za)*



## STAYING WITHIN THE LINES

# The Three-Question Compliance Framework

*The LPC Code of Conduct was gazetted in March 2019. It regulates the manner and content of publicity — it does not prohibit professional visibility. But where the Code is silent, professional judgment must speak. This framework gives that judgment a practical structure.*

Section 7 of the Code defines publicity broadly to include any reference to a legal practitioner published in any medium, explicitly including electronic and social media. Section 3.13 requires all practitioners to remain reasonably abreast of legal developments and legal practice in the fields in which they practise. Writing about the law, done with integrity, is consistent with this professional obligation.

Where the Code does not specifically address digital thought leadership, apply the following three questions before publishing anything.

## THE THREE-QUESTION FRAMEWORK

*Before publishing any piece of professional content, ask:*

### QUESTION 01

#### **Does this educate or does it solicit?**

Content that advances legal knowledge, contributes to public understanding of the law, or reflects on legal developments is contribution. Content that directly or indirectly invites instructions is solicitation. The former is consistent with the Code and with the professional obligation in section 3.13. The latter is not.

### **Does this demonstrate or does it claim?**

Showing the quality of your thinking through analysis and insight is demonstration. Asserting superiority over other practitioners, or claiming expertise without grounding it in genuine knowledge, crosses the line section 7 draws. Show the quality of your thinking through the work. Do not assert it.

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### QUESTION 03

### **Would this withstand the section 3.15 test?**

Before publishing anything, ask honestly: could this bring the profession into disrepute? Not in your own view — in the view of a reasonable, senior member of the profession. If the answer is yes, or even possibly, do not publish it. If the answer is clearly no, proceed with confidence.

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***The Code sets the floor. Professional integrity sets the ceiling. A practitioner who operates thoughtfully between those two points has nothing to fear — and everything to gain.***



## WHERE TO FROM HERE

# Your choices

*You now have a clear picture of where you are, a practical rhythm for building presence, and a framework for doing so compliantly. What you do with it is genuinely your choice. There is no single right path — only the one that fits where you are and what you need.*

OPTION	WHAT IT LOOKS LIKE
<b>Do It Yourself</b>	Use this guide as your complete framework. Complete the Digital Presence Audit. Apply the content rhythm. Use the three-question framework every time you publish. Everything you need to begin building a consistent, compliant professional presence is here.
<b>Join the Workshop</b>	The Humanicate <i>Find Your Voice in Writing</i> workshop is a one-day, small-group experience. You leave with your first thought leadership piece drafted and a framework you can repeat independently. No prior writing experience required. Details at <a href="http://humanicate.co.za">humanicate.co.za</a>
<b>Let's Talk First</b>	Not sure which applies to you? One conversation will tell you. No obligation. No pitch. Just an honest discussion about where you are and what clarity could do for your practice. Email us and we will take it from there.

# Ready to talk?

Email us at

**info@humanicate.co.za**

with the subject line

My Voice

Tell us in three sentences what you think makes your professional perspective distinctive.

*That is where the conversation begins.*

