**21. Law Lab: The brand called "You"!**

Personal Branding: Why Do I Need a Personal Brand When I’m In-house?

<https://www.accdocket.com/personal-branding-why-do-i-need-personal-brand-when-im-house>

Personal and Career Development Tips for In-house Counsel

<https://www.acc.com/resource-library/personal-and-career-development-tips-house-counsel>

7 Strategies for Succeeding In-house

<https://www.accdocket.com/7-strategies-succeeding-house>

Personal Branding: How Do I Get Started on Social Media?

<https://www.accdocket.com/skills-and-professional-development?page=4>