

# Legal Copywriting Fundamentals™

## Handbook



 **LCF**

**LEGAL COPYWRITING FUNDAMENTALS**

**CERTIFIED**



| [legaldminstitute.org](http://legaldminstitute.org)

# Table of Content

**About the Legal Digital Marketing Institute**

**About the LDMI ID**

**About the Legal Copywriting Fundamentals™ (LCF) certificate and badge**

**How can you earn the LCF certificate and badge**

**Use of your LCF certificate and badge**

**Ethics and professional conduct**

**About Certifier.io**

# About the Legal Digital Marketing Institute

The Legal Digital Marketing Institute (LDMI) is an educational provider whose objective is to promote best practices, provide education and professional certifications in the fields of digital marketing, sales and communications aimed at providers of legal services. This will be achieved through world-class training programs, continuing professional development and professional designations with a global reach.

## About the LDMI ID

The LDMI ID serves as a unique identification code assigned by the Institute to applicants, members, and certified professionals with the objective of identifying them across the different Institute's products and services. An LDMI ID is required in the following scenarios:

- When applying for any of the Institute's routes to certification.
- When participating in official training courses, webinars and/or any official event sponsored by the Institute.
- When applying for recertification.
- When applying for membership.
- When taking an official training course through the eLearning portal.
- When taking a certification exam as a route to certification.

You will be required to provide your LDMI ID as part of any application to participate in any Institute's event including webinars, courses, and workshops.

Before you apply for any certification route, or membership or to participate in any LDMI event you must request an LDMI ID. You can request it by contacting [support@legaldminstitute.org](mailto:support@legaldminstitute.org).

# About the Legal Copywriting Fundamentals certificate

The Legal Copywriting Fundamentals™ (LCF) certificate shows your commitment and interest in learning more about legal copywriting and sales and how it can help you and your legal practice get more clients. Once you have obtained your certificate and badge you can share it on your LinkedIn profile and other social media channels so your employer, colleagues and recruiters (if you are job hunting) can realize your achievement.



## How can you earn the LCF certificate and badge

The Legal Copywriting Fundamentals (LCF)<sup>™</sup> certificate and badge can be obtained by:

- Completing an official training course that qualifies for the certificate and badge.

You can review our upcoming online courses at the [upcoming events](#) site.

## Use of your LCF certificate and badge

Once you have achieved your certified status, you can display your badge and certification through social media channels. Through the **Certifier** platform, you can share your certification and badge through different social media channels so employers, recruiters, educational institutions and/or any interested person can verify your achievement.

Additionally, you can use the LCF post-nominal letters after your name, and display the digital badge on business cards, promotional material, resumes, LinkedIn profiles, email footers, website footers, etc.

### Important Notice

- Remember to use LCF post-nominal letters and the digital badge in a professional and ethical manner.

## Ethics and Professional conduct

It is your responsibility as a LMF certificate holder, to act in a professional and ethical manner. Remember, that acting ethically and demonstrating professionalism will help you achieve your professional goals faster and help you gain recognition in the legal community.

## About Certifier

All LDMI's certifications and badges are issued through the Certifier platform, so yourself, employers, recruiters and/or anyone interested will be able to verify your certification status and achievements.

The certificates and badges issued by LDMI through the Certifier platform are as follows:

- Certified Legal Digital Marketer™ certificate and badge
- Certified Legal Marketing Associate™ certificate and badge
- Certified Legal Marketing Specialist™ certificate and badge
- Legal Marketing Fundamentals™ certificate and badge
- Legal Copywriting Fundamentals™ certificate and badge
- Membership of the Legal Digital Marketing Institute (MLDMI) badge
- Fellow of the Legal Digital Marketing Institute (FLDMI) badge
- Accredited Training Provider (ATP) badge

Visit [www.certifier.io](http://www.certifier.io) for more information.



The logos displayed on this page are the property of their respective owners. The use of the logos on this page are for informational and reference purpose only.

# Earn your LCF

Contact us // [support@legaldminstitute.org](mailto:support@legaldminstitute.org)

©Legal Digital Marketing Institute  
All rights reserved

