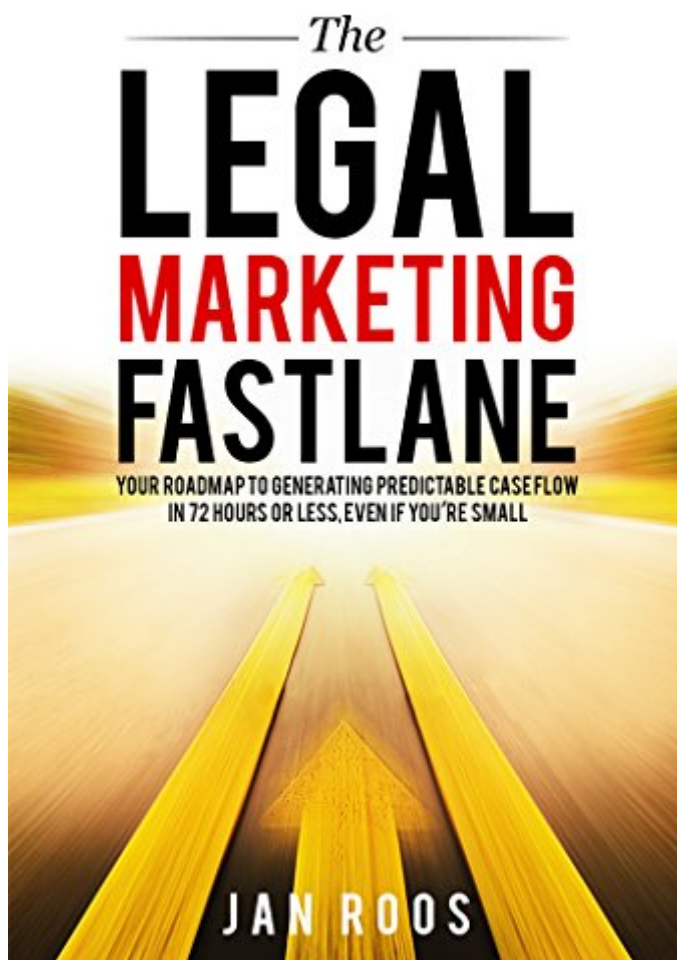


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The Legal Marketing Fastlane: Your Roadmap To Generating Real Leads In 72 Hours Or Less, Even If You're Small



Synopsis

Do you know where your next client is coming from? What about your first client next month? You could spend years and tens of thousands of dollars trying out every marketing channel that screams for your attention. But if you know where to look there is a client 'vending machine' that some of the top practices have been using in the most competitive markets in the country. It even works for small and solo practices with a few hundred dollars to spend! It's called PPC lead generation and it combines the power of search advertising, conversion rate optimization and analytics to create a client generating machine that can work for you every day to win the clients looking for your services. This is NOT another marketing book showing you how to make a feel good game plan. Inside you'll learn:

- The exact steps to set up your own PPC lead generation system that brings clients looking for YOU directly to your phone or inbox
- The tools and platforms big law firms and the pros use
- The pitfalls to avoid that leave some firms penniless in the dust

Harness the power of PPC lead generation to take control of your practice's growth today.

Book Information

File Size: 2972 KB

Print Length: 150 pages

Page Numbers Source ISBN: 1543110088

Publication Date: February 21, 2017

Sold by: A Digital Services LLC

Language: English

ASIN: B06X9B76QX

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #170,502 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #3

in Kindle Store > Kindle eBooks > Law > Law Practice > Law Office Education #19

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Customer Reviews

This is an excellent PPC handbook for lawyers. Before purchasing it's important to keep in mind that this marketing channel is primarily geared toward B2C attorneys (ie. immigration, personal injury, etc.). I particularly appreciated how far the author goes into deep marketing concepts to explain WHY PPC works, and how to think of it in the right context, which was refreshing since so many marketing books simply cobble together templated strategies. This one doesn't hold back - the author gives you everything you need to set up and run your own campaigns. My only criticism is that the book sometimes underemphasizes the investment that PPC requires, but that's not a big deal because it demonstrates the promise of the strategy, and shows attorneys how to do it right.

This book explains the Legal Marketing Fastlane in great detail. The first part of the book outlines marketing fundamentals and how they apply specifically to your law firm - although these could be applied to almost any small business. The second part goes through a detailed, step-by-step process for setting up a PPC Lead Generation funnel that can generate new clients around the clock. Finally, there are some advanced strategies related to topics like turning leads into clients. It's really a full-circle approach.

Jan lays out a process consisting of three parts: traffic, conversion, and analytics. Using these three in combination can eliminate most of the problems that happen when people lose out on online advertising. Each part is laid out with both concepts and ways of execution that can show you how to implement this yourself and start to reap the rewards that have been relegated to big, successful firms until now.

I feel that this book is destined to help a large population of attorneys who are searching for a new way to help beat their competition.

The Legal Marketing Fastlane is for the legal professional to learn insider tips on one of the most confusing parts of running a law practice. While there is a lot of skepticism for the practice of marketing for the law firm (and rightfully so), this book cuts through a lot of the fluff seen in the industry and gives a straight-up approach with a system for delivering real business to your practice.

A very genuine breakdown of what works for which kind of lawyers. The author isn't afraid to show you the limitations of the channel that he shows in the book, nor show where other ones work better.

It's refreshing in a world of overly self promotional marketing books.

This is NOT another general marketing book. Throughout the pages the author introduces a system known as PPC Lead Generation. True to the title, this really is something that you can set up and have leads coming in the door in 72 hours or less. It's exciting to see tools like this going into the hands of firms across the country.

The Legal Marketing Fastlane process allows you to reach around your city to offer your services 24/7. This can be a huge benefit to anyone who has been bogged down doing time intensive things like networking and writing articles! By following the processes in this book you can be well on your way to getting clients when you sleep.

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