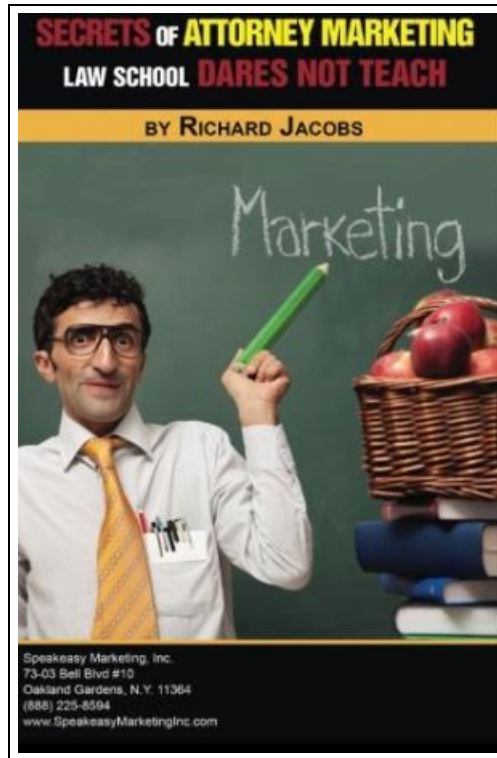


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Speakeasy Marketing Inc., United States, 2013. Paperback. Book Condition: New. 214 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.Did law school teach you ANYTHING about how to successfully market your law practice? You wouldn't have been compelled to read this book if it did, now would you? Contrary to what the public thinks, you and I know being an attorney can at times be a thankless, life-sucking, time-consuming, family destroying profession that earns you little more than middle class wages. It's NOT the best attorneys that make the most money. Many times some of the hardest working and knowledgeable attorneys are the very ones scraping to get by, working 80 hour weeks, and giving up family time and any hope of a life outside the office. From interviewing 150+ attorneys, and seeing the inside of 400+ attorney websites, I can tell you these shocking facts: 1. 97 of attorneys tell me they've been burned, more than once, by an unscrupulous marketing company who sees them as their next ATM withdrawal. 2. The top 3 ways attorneys get burned by marketers are: A) the marketing company controls either the hosting or domain name of their website, and rents this to the attorney, pulling the rug out at contract's end, or extorts the attorney for thousands to own their own website; B) Proprietary reporting systems are used to create smoke and mirrors, hiding lack of results; C) Little to no marketing work is actually performed, but instead claimed to have been performed. 3. 95 of attorneys get 0 - 5 visitors to their website a day. (how will you EVER get enough potential clients to call you without enough visitors?) 4. It's possible, with proper marketing, to get your phone...



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