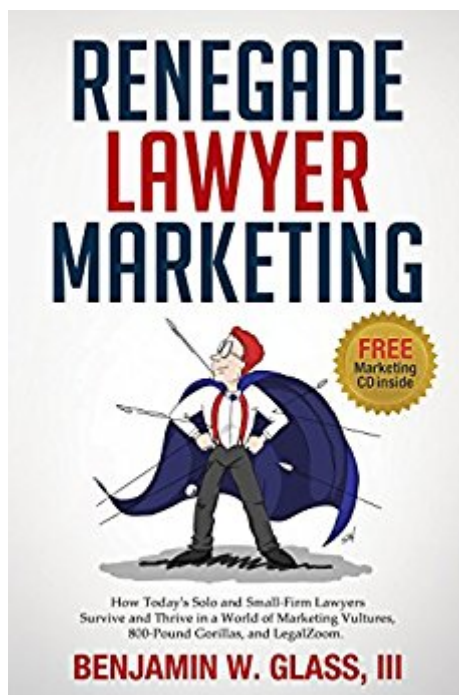


The book was found

Renegade Lawyer Marketing: How Today's Solo And Small-Firm Lawyers Survive And Thrive In A World Of Marketing Vultures, 800-Pound Gorillas, And LegalZoom



Synopsis

America's solo and small firm attorneys are under siege. In every town there is at least one 800 pound gorilla that can massively outspend them, and there are marketing vultures galore just waiting to sell them the next purple pill to solve their marketing woes. If that isn't enough, venture capitalists are pouring hundreds of millions of dollars into companies like LegalZoom, NextGenJustice, and Legal Docs by Me to compete with these small law firms. Because good marketing education for lawyers is hard to come by (and frowned upon by many in the profession), solo and small firm lawyers often find themselves crushed by the uncertainty of not knowing where the next client will come from, and the disappointment on the home front that comes from inconsistent cash flow. Even in this climate there are solo and small firms around the country thriving with renegade marketing that doesn't break the bank. This book reveals the secrets that these firms are using to get noticed in a very crowded market and to establish themselves as wise man or woman at the top of the mountain to a very skeptical public. These lawyers are using advertising that restores pride and dignity to the profession. The paperback version of this book comes with a free marketing interview with the author on CD. Both the paperback and electronic version have information as to where the information on the CD can be downloaded.

Book Information

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Customer Reviews

I've been in practice for more than 30 years and, though successful, never really learned how to run my practice as a business or how to market. Marketing and the business of running a law practice aren't taught in Law School and I readily identified with Ben's statement (paraphrased) "Hey, I've got my shingle, now the clients will simply find me!" Sometimes that's somewhat true but there are lots of attorneys and clients really have no way to tell one from another. I really got lots of good ideas from this book about marketing and treating my practice as the business it actually is. This is a new mindset for this long-practicing attorney and, honestly, it's kind of fun to look at things in a different way! I recommend this book for any small firm or solo attorneys looking to grow their practice--it's never too late nor too early to learn how to think outside the box!

I could not put the book down and read it in one day. Practical advice for those serious about running a successful and profitable solo or small law firm!

An enjoyable read with very practical and useful advice.

Really good info. Wish I knew how to apply it.

Excellent resource for lawyers.

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