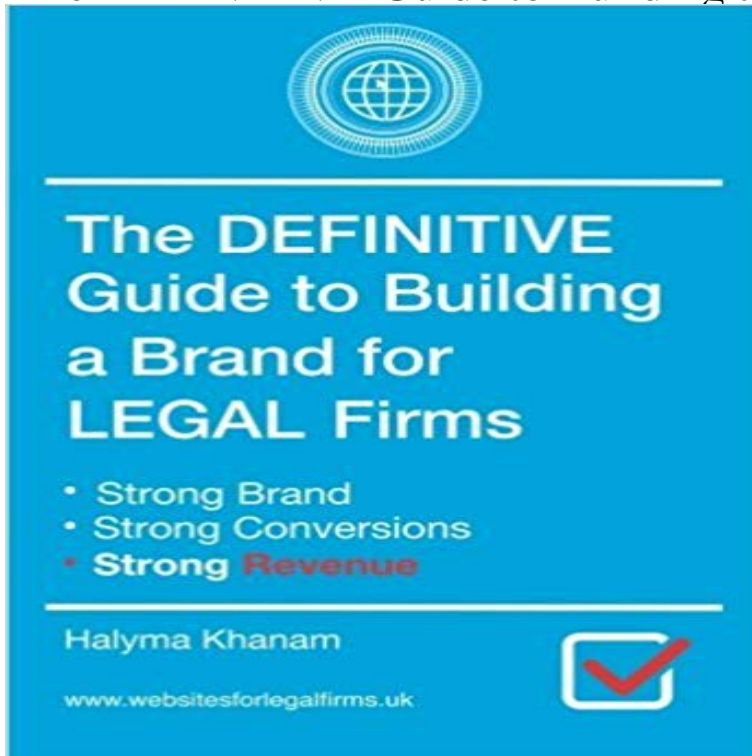


The DEFINITIVE Guide to Building a Brand for LEGAL Firms



What is branding? What is online marketing? Better yet, what is a website?

There is no doubt that the traditional methods of gaining a client base was through hard work, dedication and achievement that led to conveying the reputation of a law firm through word of mouth. However, now more than ever people are in need of expert advice and help. It is hard for many to know that you or your firm exist and even more painful to wait on chance that a client might come in through the door. The beauty of all this is that we are now in the digital age whereby both client and lawyer can achieve a successful result. But how do your potential clients know that you exist and who you are without meeting you in person? With online marketing you have less than 5 seconds to convey a message, create trust and build an instant relationship. Not every client is suited to your firm and not every lawyer wants every client. So how do you sort for what you want and dont want online? This book is packed with useful and easy to follow strategies that will help you enhance visibility, increase your reputation online and improve time productivity. In doing so you will be gaining additional clients on a national and international scale, increasing revenues and building long term relationships. The DEFINITIVE Guide to Building a Brand for LEGAL Firms provides law professionals and firms with an in-depth knowledge about the specifics of branding and how it can provide a competitive advantage.

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