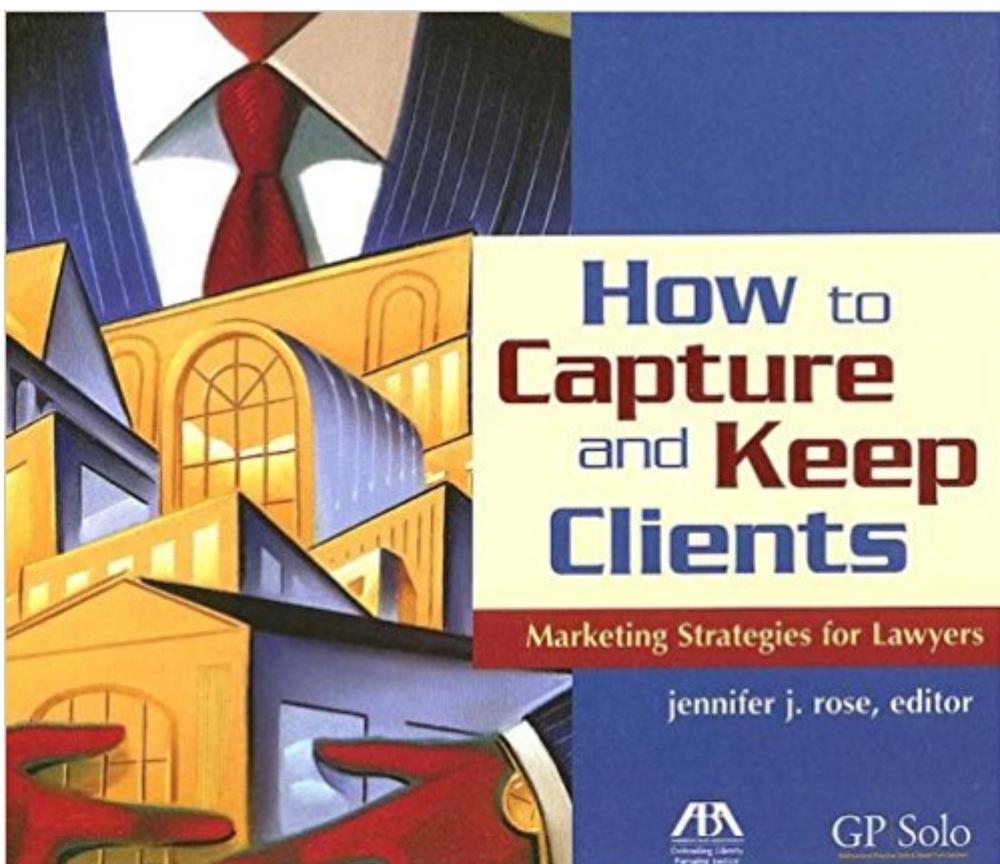


The book was found

# How To Capture And Keep Clients: Marketing Strategies For Lawyers



## **Synopsis**

In this new, in-depth book the best and most innovative solo and small firm lawyers give you their secrets, approaches and strategies to that age-old puzzle of growing your law firm. Through this wealth of savvy advice, you'll learn how to ask for business, attract and keep clients, partner with other lawyers, build a virtual law firm, use technology in client development, brand your law firm and much more.

## **Book Information**

Paperback: 264 pages

Publisher: American Bar Association (July 6, 2005)

Language: English

ISBN-10: 159031526X

ISBN-13: 978-1590315262

Product Dimensions: 7.2 x 0.6 x 9.2 inches

Shipping Weight: 12 ounces

Average Customer Review: 3.3 out of 5 stars 2 customer reviews

Best Sellers Rank: #2,552,100 in Books (See Top 100 in Books) #16 in Books > Law > Law Practice > Law Office Marketing & Advertising #136 in Books > Law > Law Practice > Legal Services #226 in Books > Law > Law Practice > Law Office Education

## **Customer Reviews**

"A first rate piece of work - insightful, concise, and practical. A great tool for every firm's marketing committee." -- Conrad Goodkind, Partner, Quarles & Brady LLP "This practical resource is full of good ideas and useful guidance. It is also a reminder that I still have a lot of work to do in this area."

-- Jean L. Batman, Legal Venture Counsel, Inc.

jennifer j. rose was a solo practitioner practicing family law in Shenandoah, Iowa, for 20 years before moving to Morelia, MichoacÃƒÂn, Mexico, eight years ago. In that life, she was listed in Best Lawyers in America, rated AV by Martindale-Hubbell, and served a term as chair of the Iowa State Bar Association Family and Juvenile Law Section. She has been editor-in-chief of GPSolo, the flagship magazine of the American Bar Association General Practice, Solo and Small Firm Section, for a decade; has served on the Section's Council; and has served on too many committees and boards to enumerate. She is list manager of the Section-sponsored listserve Solosez. She has been a contributing editor to Matrimonial Strategist and Internet Law Researcher and regularly serves as

a judge of Law Office Computing's annual law firm Web site competition. ®'

Short essays from a variety of sources provide diverse perspective, but actually there's a lot of redundancy among selections and essays lawyers may well have already seen. I'm afraid I can't recommend this book, as I believe it's way overpriced for the retread. And the introduction recommends reading the essays or sections "as needed" and mark up the book as a "workbook": problem is the landscape format makes it clumsy to handle in that way. This would have been better issued in a pocket-book format with margins or additional blank pages suitable for jotting notes & ideas as they occur to the reader.

Realistic, dont think so much to buy this book, just BUYYYYYY. I strongly recommend... when you finish to read it you will feel very confident about your practice

[Download to continue reading...](#)

How to Capture and Keep Clients: Marketing Strategies for Lawyers SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Content Marketing for Lawyers: How Attorneys Can Use Social Media Strategies to Attract More Clients and Become Legal Thought Leaders Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Content Marketing: Strategies To Capture And Engage Your Audience, While Quickly Building An Authority (Marketing Domination) (Volume 5) The Ultimate Law Firm Associate's Marketing Checklist: The Renowned Step-By-Step, Year-By-Year Process For Lawyers Who Want To Develop Clients. Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part I: Standing Out in the Crowd Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing High Paying Clients for Life: A Simple Step By Step System Proven To Sell High Ticket Products And Services (Selling Services: How to sell anything to ... and How to Get Clients

for Life Book 1) Wow Your Clients: How To Land Clients And Build Long-Lasting Relationships The Irresistible Consultant's Guide to Winning Clients: 6 Steps to Unlimited Clients & Financial Freedom How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet 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 SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies Preparing Witnesses: A Practical Guide for Lawyers and Their Clients Search Engine Optimization for Lawyers: Utilize SEO to Get New Clients Today

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)