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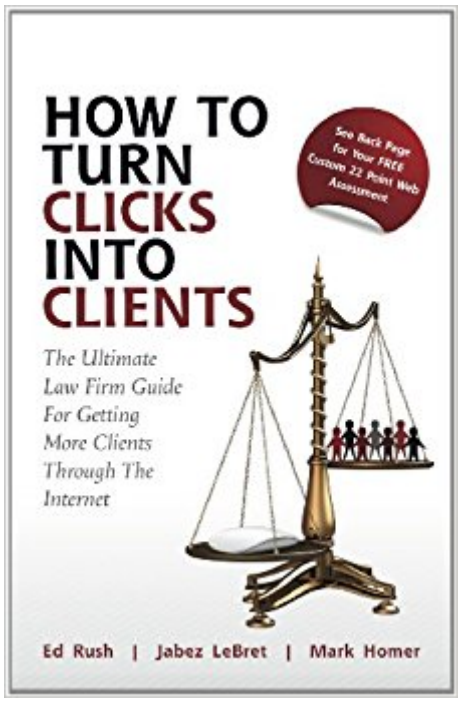
How To Turn Clicks Into Clients: The Ultimate Law Firm Guide For Getting More Clients Through The Internet



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Synopsis

Let’s Face it: the internet is here to stay.Ã Â If you are relying on traditional advertising... or you know for a fact that your website is not bringing you as many clients as it can, then this book is for you.Ã Â It’s a street-smart, tried and true, what’s-working-now approach to getting more clients online.Ã Â In other words, this is not theory. It’s stuff that works.Ã Â There are more than 673,000 local searches on Google every hour. What that means is that right now, at this very moment, there are people looking for the services that you provide. Problem is they’ll never find you. And if they do, chances are there are 10-15 things on your site right now that will STOP them from ever calling you.Ã Â Of course, your prospects will never tell you why; they’ll just move on to your competitors. The strategies in here have been proven to work time and time again by those who choose to implement them.Ã Â In this book, you will discover:The key components that MUST be on your firm’s website. Chances are you are missing one if not all of these key elements. And you will be surprised at how simple it is to get things right.One thing you must do (or have someone do for you) every single week. This one strategy has been responsible for propelling more websites to the top of Google FAST... and you can do this... as long as you know howÃ Â How to get a flood of new clients right now PLUS...you’ll get access to hundreds of dollars of free online resources. It’s all inside!RAVE REVIEWSThere are too many so called "experts" in the online marketing social media arena. Ã Â What sets Mark, Jabez and Ed apart from other legal online consulting companies is a comlpete understanding of online marketing and an excellent team. In my Social Media business I consult with my clients to focus on developing a long-term strategy to drive their marketing decisions. Ã Â The Get Noticed Get Found team creates that long-term strategy with their attorneys so each firm’s online actions produce the results that build a better a practice, attract the right clients, and create a solid foundation that will last. Ã Â Get this book to get their best practices that you can implement today!Ã Â -- KRISTA NEHER, CEO Boot Camp Digital, author of The Social Media Field GuideGet Noticed Get Found built my law firm website from scratch with quality of personalization in record time. Ã Â The best part of working with Ed, Mark, and Jabez is that they not only know the technical aspect of building a website, but also the marketing and design elements. Ã Â Moreover, they always respond to my questions timely and completely. Ã Â After having worked with many other companies, I now know the difference between a company who truly wants their clients to succeed in business via web marketing and those that only want to build websites!Ã Â --Victoria L. Collier, Collier & St. Clair, LLP, author ofÃ Â 47 Secret Veterans’ Benefits for Seniors

Book Information

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Customer Reviews

I don’t often write bad reviews, and I’ve never before returned a book. Unfortunately, there’s a first time for everything. The authors mean well, but the book is very light on content and can be summarized as: "Write real content. Don’t be spammy. Use social media."Though not a factor in my 2-star review -- I think any book review should judge content and content only -- the writing and editing are atrocious. If more than one person has read a manuscript, there is just no excuse for beginning multiple sentences and proper nouns with lowercase letters. Lesser offenses include things like "Youtube," "ice-cream," and "its’."Peppered throughout the book are useless quotations and interviews with unknown figures. Clayton T. Hasbrook, J.D., whom the reader should know as the owner of OklahomaLawyer.com, engaged in the following dialogue with the authors:Q: "How do you decide what firms you should use when searching for marketing help?"A: "There is a little sticker shock. You can find web firms that are $2,000 and firms that are over $20,000. That can make it difficult to choose."I mean no disrespect to Mr. Hasbrook, (J.D.,) but use the exchange as an illustration of one of the authors’ methods of padding their book with irrelevant, unhelpful content. (The wide margins, huge type size, full-page screenshots, and blank pages marked "Notes" don’t hurt, either.)The authors repeatedly direct the reader to one of their websites. They have a curious way of doing this: stopping suddenly in the middle of the body of the chapter in order to display a graphic and a URL that together take up one half of one page. If you do not remember where you saw one of these URLs, they can all be found in the back of the book, where they for some reason are reproduced exactly.I have to give the authors credit for, toward the end of the book, dropping all

pretense of original content and unashamedly hawking their marketing services.Take Chapter 11. It’s captioned "How To Get Help Getting All of This Done," and you get three guesses as to how the authors would prefer you answer that question. Of course, your website gets a free review by a "certified" (?) expert. It’s a $200 -- wait, no, the website says it’s actually $297 -- value, but you’re given a promotion code worth $200 (or is it $297?).Which may or may not be worth it. But by the time you get that review, you’ve given the authors your name, the name of your firm, your e-mail address, and your phone number.It’s classic web marketing: give something crappy away for free in exchange for a bunch of data worth a whole lot more.Let me be quite clear in my criticism here. My complaint is not that the book is useless. It dutifully recites what I’d thought were commonly known factoids about Facebook and Twitter and LinkedIn as any online marketing book should. But my sense is that anyone motivated enough to have ordered this book already knows of the existence of, say, Google AdWords and SuperPages. (And though it was not a factor in my review, I would invite the conspiracy theorist in you to consider the five similarly-styled 5-star reviews all posted within a week of each other.)No, my complaint is that the authors are asking a lot of money for what amounts to a printed iteration of those "Free Exclusive Reports!" you see gracing the upper-right corners of many small law firm websites.The authors have every right to advertise their services. But they would do themselves a favor by giving the information in this book away. It’s not as if the content is original in any way.Since I’ve said all of this, I cannot resist the opportunity to go on the record with a substantive disagreement: law firms and solo practitioners considering the potential impact of Twitter on their business should proceed with caution. There is just no way that Twitter is going to build a law practice. Take it from a Generation Y’er.

very out of date, as I had no idea it was published so many years ago.I do believe my knowledge of what he spoke is greater than his was at thetime of writing but that is probably not a fair statement considering hindsightis always 20/20

Even though this book is written for lawyers, there are several useful tips that anyone can use. It’s a read worth purchasing. [..]

Who has the time to keep up with the latest and greatest in the Internet marketing world? Especially in the legal profession, there are so many other distractions that can take you away from your on-line marketing... and then the learning curve is too great. That is why I was initially skeptical, perhaps even cynical, of a printed book written about practical Internet marketing for lawyers. I

mean, wouldn’t it be out of date by the time the ink dried? Not only did the information turn out to be mind-blowingly applicable immediately but the on-line resources that keep the information fresh makes this the biggest no-brainer for the entire legal profession. I don’t care if you dust books at a law firm, if you are at all connected with the legal profession, you need to buy this book. Perhaps, even if you are just married, like or know a lawyer... it’s that good.

This is one of the best books I’ve read on building your web presence. The book itself is well written and easy to read. The margins are big, making it perfect for jotting down notes. I literally read this book in less than four hours, due to ease of reading and the interesting subject matter."Clicks Into Clients" is a wealth of knowledge. Before reading this book I looked into purchasing a website. Eager web designers were quoting me thousands of dollars. Other tech vendors were trying to sell Google search results and page ranks. However, this book lays down the law of the internet and explains how you can get all of the above for a fraction (if not free) of the price. Money can buy you quick and easy solutions. But this book outlines the slow and steady approach for getting traffic, pushing out content, and making the magic happen.I understand that some advice in this book is time consuming. Registering with free listings is tedious, and they will try to up-sell you on results. But if you read this book and follow the instructions the rest will happen naturally. While I haven’t followed every instruction in this book, I have done about 85% of the things suggested and I am boasting a first page, fourth Google result.To keep it short, this book has changed my whole approach to web presence. I was so amazed by the content and the real results that I shipped a second copy to a colleague of mine to help him out. If there was something that I can do to express my satisfaction with this product, more than just writing a review and giving it five stars, then I would do it. Read the book, see the results, and pass it on. Thanks Jabrez!

I have to be honest. I wasnt sure what to expect when I bought this book. The internet markerting "world" can get a bit slimy. I have to say I was totally surpirsed. These guys obviously know their stuff...and they come from an ethical backround and that is nice to see. I defintely recommend it. Very detailed, not a lot of fluff, simple directions to follow to market my business online.

This is great book for anyone interested in establishing or improving their internet presence. It gives you a step by step system for getting your web noticed by Google and moving up to the first page of results.For example, instead of just saying "write a blog", the book recommends that you post content of about 400 words twice a week. One post should be about your area of practice and one

post should be about your local community. This kind of advice is understandable and, more importantly, actionable.

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