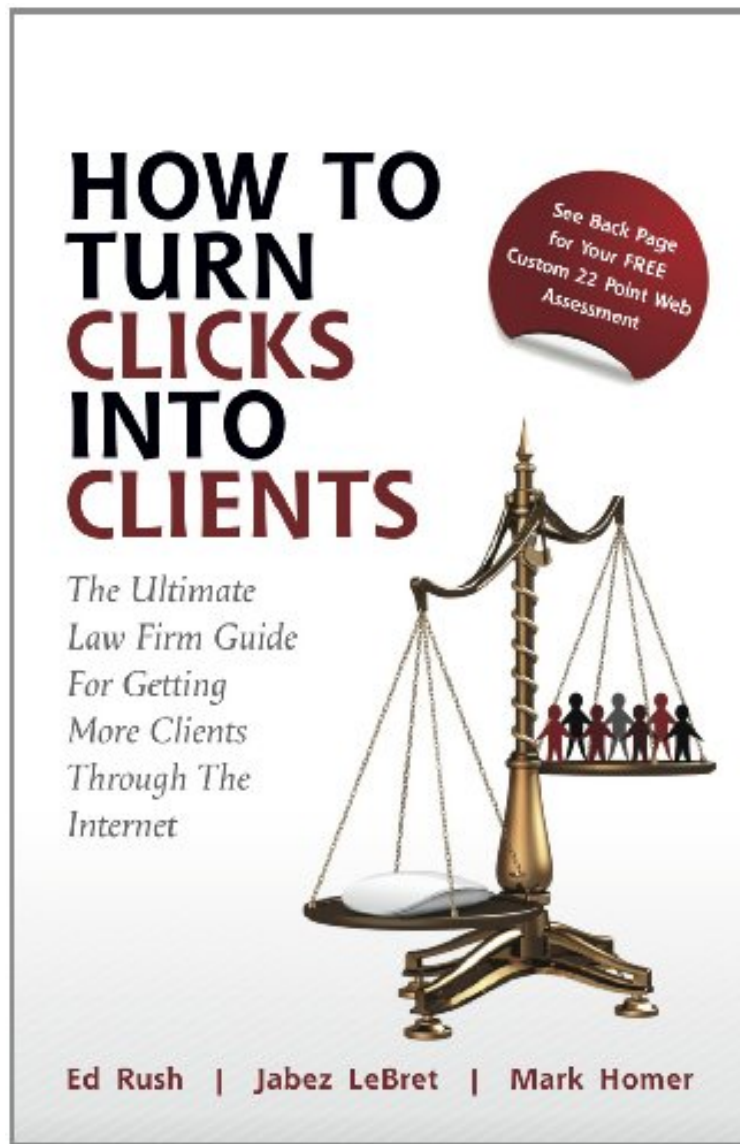


[Download pdf] How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet

How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet

Mark Homer, Ed Rush, Jabez LeBret
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#1828072 in Books 2011-10-27Original language:EnglishPDF # 1 9.02 x .69 x 5.98l, 1.16 #File Name:
0982640323254 pages | File size: 56.Mb

Mark Homer, Ed Rush, Jabez LeBret : How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet:

0 of 0 people found the following review helpful. very out of date, as I had no idea ...By David J Dunworthvery out of date, as I had no idea it was published so many years ago.I do believe my knowledge of what he spoke is greater than his was at the time of writing but that is probably not a fair statement considering hindsight is always 20/20 of 0 people found the following review helpful. I would purchase this bookBy Paul HemphillEven though this book is written for lawyers, there are several useful tips that anyone can use. It's a read worth purchasing. [...]33 of 35 people found the following review helpful. Light on content, poorly written, thinly veiled advertisement for the authors' marketing servicesBy A. C. MarekI 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.

Let's Face it: the internet is here to stay. 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. It's a street-smart, tried and true, what's-working-now approach to getting more clients online.