



How to Create a Big, Fat Pipeline of New Clients for Your Law Firm in Just 10 Days

Aaron Morris

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Are You Ready to Take Your Law Firm to the Next Level?

Three out of four prospective clients use the Internet to find and hire their attorneys! If you're not a dominant presence on the Internet, you're fighting for the remaining 25%. I'll show you some very easy to implement Internet marketing tips and techniques that will bring a flood of quality clients to your law practice in just ten days (a little less than ten days if you already have a good website; a little more if you don't).

Do you want your phones to ring almost nonstop with new business?

Do you want to be able to cherry-pick only good, interesting cases and send out the rest?

Forget Google Adwords, expensive web sites, social networking, Twitter or Facebook. Those can be fine ways to market your law firm, but with my techniques you will be able to "set it and forget it", and avoid spending excessive time on your advertising and marketing. While you're at it, forget just about everything you've been told about Internet marketing and search engine optimization. Paying someone to create your website? That's crazy talk. You can delegate it if you want, but I'll show you how to create a beautiful site in about two hours, at little or no cost, that will blow away those professionally created sites at bringing new clients to your office. Once you have the big, fat pipeline of new clients flowing, you will only need to spend about two hours per week maintaining it, and most of that can be delegated (although it's actually kind of fun).

In this book you will learn:

- How to absolutely own your practice areas in your market.
- How to make yourself the recognized expert for your practice areas.
- How to maximize the conversion rate from prospective clients to paying clients.
- How to get your website on page one of Google's search results (in one of the top three positions) in 10 days or less.
- How to get a business generating article onto page one of Google's search results in less than an hour.
- How to use current news stories to drive clients to your website.

Don't worry if you are a technophobe. My techniques are very easy to apply, and I'll show you how to implement all of my strategies, using my own web sites as examples. I'll take you through the ten-day plan, step by step, and on the 11th day, be ready for the phones to start ringing.

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