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Secrets of Attorney Marketing Law School Dares Not Teach (Paperback)

By MR Richard Jacobs

Speakeasy Marketing Inc., United States, 2013. Paperback. Book Condition: New. 214 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.Did law school teach you ANYTHING about how to successfully market your law practice? You wouldn't have been compelled to read this book if it did, now would you? Contrary to what the public thinks, you and I know being an attorney can at times be a thankless, life-sucking, time consuming, family destroying profession that earns you little more than middle class wages. It's NOT the best attorneys that make the most money. Many times some of the hardest working and knowledgeable attorneys are the very ones scraping to get by, working 80 hour weeks, and giving up family time and any hope of a life outside the office. From interviewing 150+ attorneys, and seeing the inside of 400+ attorney websites, I can tell you these shocking facts: 1. 97 of attorneys tell me they've been burned, more than once, by an unscrupulous marketing company who sees them as their next ATM withdrawal. 2. The top 3 ways attorneys get burned by marketers are: A) the marketing company controls either the hosting or...



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