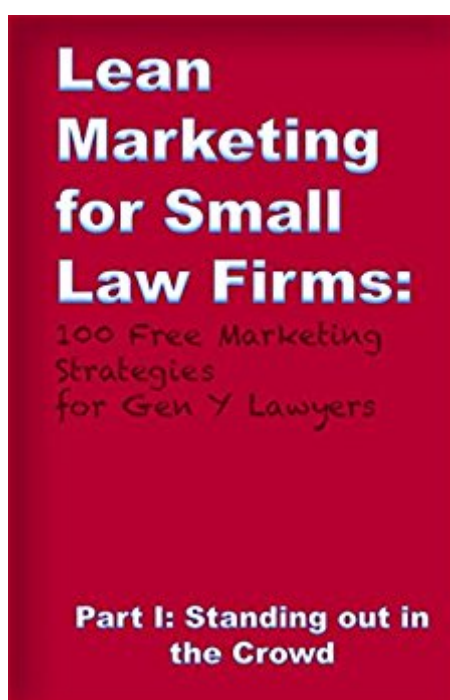


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# Lean Marketing For Small Law Firms: 100 Free Marketing Strategies For Gen Y Lawyers: Part I: Standing Out In The Crowd



## Synopsis

So, you've decided to step out on your own and hang out your shingle -- you're about to start your own law practice. Congrats, buddy! But, as someone who's been there and done that, I've gotta tell you -- this is no cakewalk. Even if you're smart as heck, you're about to enter the trenches and you've got to be prepared to do battle to build your client list. You're probably low on cash. Maybe you're even paying off student loans. You can't afford a full-page ad in a glossy trade magazine. You don't have the time to send a million LinkedIn requests in the hopes that somebody -- anybody -- finally requests a free consultation with you. Well, that's where this book comes in. This book is part one in a series where I share 100 free strategies I used to build my client list when I launched my law practice with only a few months of work under my belt and hardly any business contacts. Yes, you're smart and you could probably try to figure this stuff out on your own. Or you could let me share with you the strategies that worked for me as I was building my client list. If you want some valuable tips that could help you make a few leaps ahead in growing your new law practice, give this book a shot.

## Book Information

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## Customer Reviews

I really liked this book. No fluff! It was very concise and his examples really clarified the ideas. I have seen a lot of attorneys use many of these strategies, but reading about them in detail gave me the confidence to actually start using them. Once again, I really liked how this book did not waste a lot of my time with small talk and irrelevant stories. I wish all the self-help books out there were like this! I don't really care to be entertained by these types of books. When I want to relax I go and watch a movie!

I do a lot of this stuff already so it was great to read that others incorporate some of these ideas as well.

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