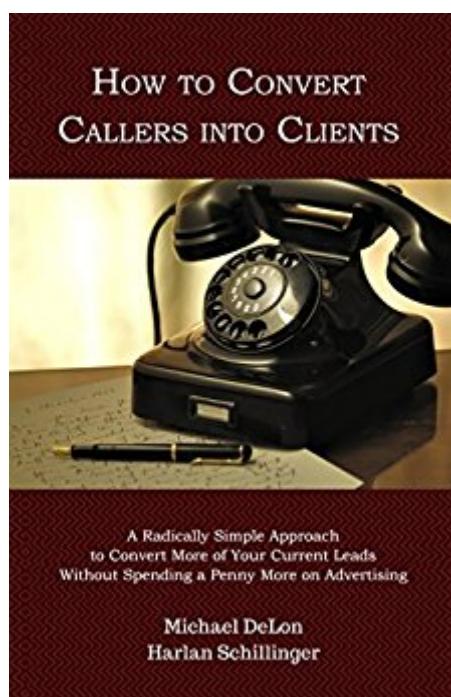


The book was found

How To Convert Callers Into Clients: A Radically Simple Approach To Convert More Of Your Current Leads Without Spending A Penny More On Advertising



Synopsis

A simple strategy to convert more of the leads that are calling you today into paying clients. Law firms spend thousands of dollars to make the phone ring. What happens when it does? If your intake and conversion process isn't right, you're losing money every day. This strategy gives you the ability to convert more of your current leads into clients without spending more money on advertising. Marketing experts Michael DeLon and Harlan Schillinger explain exactly what you should do to differentiate yourself in this competitive and crowded marketplace, stay in front of your leads longer, and gain more clients. This one strategy can be used in all of your marketing channels and gets better the longer you use it. The fastest way to increase your income is NOT to spend more money to get more leads but to plug the holes in your lead conversion process. This strategy teaches you how to do that. Law firms market the same way. They say the same things and send brochures that look the same. You need to be different and by using this strategy you'll easily convert more callers into clients without spending more money on advertising. Read this book and apply this simple strategy to your firm. You'll convert more leads, gain more clients, and put more money in your pocket.

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Customer Reviews

The book cover sets the stage and the book fulfills its promise with a simple concise message ÃƒÃ¢Ã¢ How to keep our process simple, direct and effective! Michael has given us the keys on building our business! Whether an attorney or not, this plan works!

Loved it, Loved it, Loved it!!! Practical tips for the ones just starting their business when there is not much money yet!

The author shares a simple way to differentiate yourself from others in your field.

Great information to Grow Your Business!

Highlights doing a better job converting leads into more clients. Great book.

This book is full of practical information on no-nonsense marketing strategies for attorneys...and can be adapted to other businesses with a little creativity. The principles contained within will help you grow your business and generate more leads, without spending extra advertising dollars. Don't miss this one!

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