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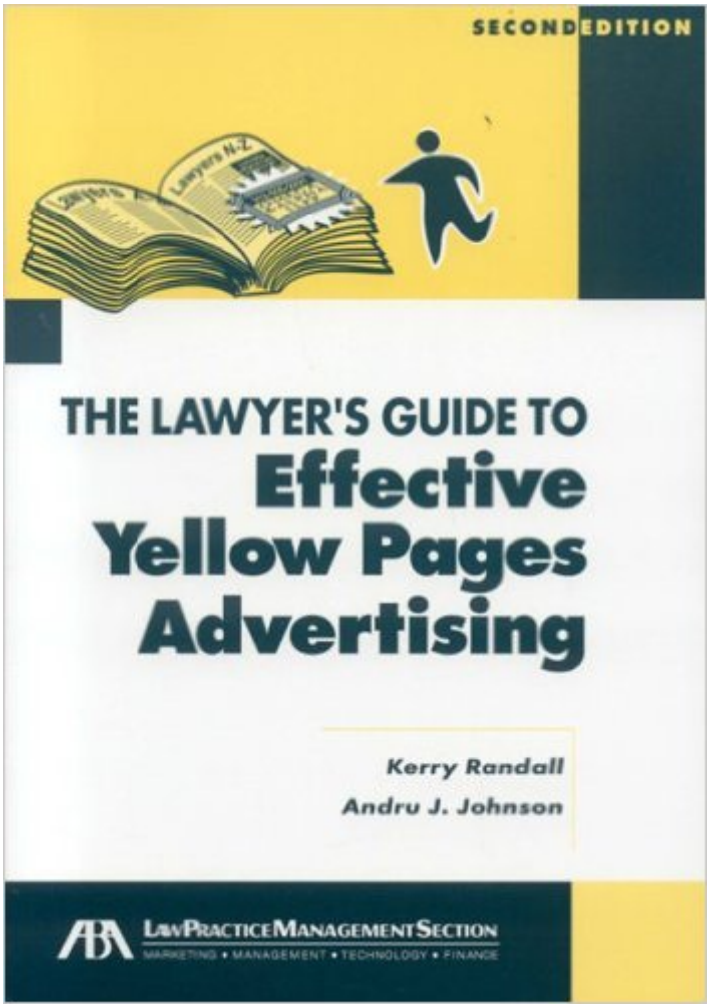
The Lawyer's Guide To Effective Yellow Pages Advertising



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Synopsis

Essential for law firms that advertise in the Yellow Pages, this book explains how to plan and design a more effective, targeted Yellow Pages advertisementâ ”one that attracts the type of clients the firm is looking for and stands out among competing ads.

Book Information

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Customer Reviews

Following the principles and exercises in this book will result in ads that generate more calls from the right types of clients, and will almost certainly give any lawyer a significant advantage over the competition. Any lawyer who advertises in the Yellow Pages without following the steps outlined in this book is taking a huge gamble with his or her money. A yellow Pages ad developed using the principles in this book will likely generate many thousands of dollars more revenue than one created by the directory publisher.

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