



Renegade Lawyer Marketing: What Today's Solo and Small Firm Lawyers Do to Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas and LegalZoom

Ben Glass

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America's solo and small firm attorneys are under siege. In every town there is at least one 800 pound gorilla that can massively outspend them, and there are marketing vultures galore just waiting to sell them the next purple pill to solve their marketing woes. If that isn't enough, venture capitalists are pouring hundreds of millions of dollars into companies like LegalZoom, NextGenJustice, and Legal Docs by Me to compete with these small law firms.

Because good marketing education for lawyers is hard to come by (and frowned upon by many in the profession), solo and small firm lawyers often find themselves crushed by the uncertainty of not knowing where the next client will come from, and the disappointment on the home front that comes from inconsistent cash flow.

Even in this climate there are solo and small firms around the country thriving with renegade marketing that doesn't break the bank. This book reveals the secrets that these firms are using to get noticed in a very crowded market and to establish themselves as wise man or woman at the top of the mountain to a very skeptical public. These lawyers are using advertising that restores pride and dignity to the profession.

The paperback version of this book comes with a free marketing interview with the author on CD. Both the paperback and electronic version have information as to where the information on the CD can be downloaded.

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