

The Costly Truth About Bringing New Business Into The Firm...

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**The Costly Truth About Bringing New Business Into The Firm...**

**By Tony Merlino**

Or how about this one? Put up a web site, run a couple of ads in the search engines and clients will beat a path to your door.

Hello...It ain't gonna happen. Nothing could be further from the truth. The real truth is, these days the cost of advertising, the declining response of Yellow Page ads and the increasing competition for effective Internet advertising space makes getting client leads much more expensive and far more difficult than ever before.

This is probably not a very big surprise to you. Because, if you've done any advertising in hopes of attracting new clients, you (in all probability) produced mediocre results.

Your efforts may even have been a complete disaster. Don't feel bad...This is a tough game and it takes a pro to consistently deliver results.

Let's face it, if it were so easy to pull in droves of new clients, everybody with a law degree would be rich. But you and I both know that simply is not the case.

And even if you are already doing a brisk business, you must still keep bringing in a healthy flow of new clients.

**Jersey Justice Presents A Foolproof Way To Bring In More New Clients**

Fortunately, there is an answer, and I'm going to pull back the curtain and show you some details about how we do what we do.

Be Patient. This is going to be worth the wait. First I need to ask a few preliminary questions just to get you thinking about your present client acquisition dilemma.

**Start Receiving All The New Clients You Can Handle**

## The Costly Truth About Bringing New Business Into The Firm...

1. Are you satisfied with the current quantity of new clients generating income for your firm?

That's the 20% of your cases that generate 80% of the firm's revenues.

2. How are you attracting new business?

3. And, is your new client acquisition cost kicking your butt?

One more question and then we'll begin to give you some answers.

Is Your Existing Internet Presence, (your website) Delivering On The Promise Of Attracting New Clients,

OR

Is It Just Another Beautiful Billboard In The Desert That Nobody Sees?

If you are failing to attract new clients from the Internet, you are missing out on a great opportunity. As you well know by now, just having a website is no guarantee it will produce enough clients.

Maybe it's about time to re-evaluate your Internet marketing strategy. If you are relying on your (way too expensive) Yellow Page ads, and the standard "me too" legal website, to trickle in the majority of your new business, Stop Kidding Yourself.

That antiquated strategy isn't going to cut the mustard in today's highly competitive market for legal prospects.

Here's a workable solution to the catch 22 of Internet based legal marketing.

Tony Merlino is webmaster and legal marketing consultant at

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, a legal

information and marketing portal for clients and their lawyers in New Jersey.

### **Finding The Right Brokerage Firm For You**

**By Robert Michael**

Are you looking for a brokerage that fits your style? Have you hesitated because you're not sure how to begin? Check out this guide for some hints to uncovering the right brokerage firm for you.

## The Costly Truth About Bringing New Business Into The Firm...

Brokerage Firm Hint #1: Decide what you want/need before shopping around.

Before you ever begin looking for a brokerage firm, make sure you understand your own personality when it comes to finances. For example, how risk averse are you? Do you throw money at potential investments with gusto, or are you hesitant to even play a \$1 slot machine, thinking that your buck could buy a candy bar? You must know who YOU are before you can ever schedule an appointment with a broker; otherwise, you'll never be satisfied and it will actually be more difficult for him or her.

Brokerage Firm Hint #2: Shop around.

Even if you fall in love with the first brokerage you visit, you really need to evaluate at least one or two more brokerage firms before deciding with whom to work. This is for your own benefit as well as the benefit of the brokerage firm. After all, if you start working with one brokerage firm and suddenly come to the conclusion that it doesn't reflect who you are as an investor, it'll be difficult and even costly to remove yourself. It's better to investigate many brokerage firms when you're just starting out; then, you can make an informed choice.

Brokerage Firm Hint #3: Ask for references.

When you decide on the brokerage firm with whom you'd like to work, ask for references before giving them any money. Then, follow up on whatever lists or names they give you. Ask their clientele how satisfied they have been and whether they would choose that brokerage firm if they could do it again. Listen for hesitation or any phrases that appear to be "canned" or even outright lies. And if your gut tells you something is wrong, it probably is.

Brokerage Firm Hint #4: Ask questions and be honest.

Once you've chosen a brokerage firm, you need to make sure that all your meetings with your broker (or brokers) are efficient. Be open and honest and ask plenty of questions right off the bat. Any broker worth his or her salt will be happy to answer any inquiries and will follow-up over the phone and via email. Remember that if you're not forthright, it'll be tough for your broker to make the best suggestions to you. Instead, be upfront from the "get go" and you'll reap the benefits.

Brokerage Firm Hint #5: When you find one that works for you, refer your friends.

If you find a brokerage firm that absolutely knocks your socks off, you'll want to share your find with others. Make sure you do so frequently; not only will that be good for the brokerage firm, but they might give you a discount on some future service if you bring a lot of business through their doors.

Robert Michael is a writer for DSL Brokerage which is an excellent place to find brokerage links, resources and articles. For more information go to:

<http://www.dslbrokerage.com>

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