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**Traditional Legal Lead Generation Is Dead – Discover How To Increase Requests For
Consultation And Retain More Clients**

By Tony Merlino

Professional legal marketers recently discovered that lawyers were consistently generating two

types of client leads. One type of lead increased the number of actual clients and got favorable results and the other type was a complete waste of time. Question Askers

This is a type of lead that is filled out by people who are window-shopping the legal community with varying degrees of interest and a vague understanding about what an attorney can do for them. They may not even grasp the importance of retaining a specialist in a particular area of law.

Educated, Motivated And Pre-Sold Prospects

This is a type of prospective client that has been carefully qualified, who has received a significant amount of information on the area of law and THEN completes a "Request For Consultation" form. These are educated and motivated clients. When your firm can obtain these types of leads, the natural result is an increased client acquisition rate.

Some of the more successful legal marketers have developed proprietary Internet based tools that continue to generate the motivated and educated prospect.

There are three basic tools that have been identified and refined to generate real hot "highly targeted" prospects.

THE TARGETED AD This is a keyword rich advertisement that is unlike the usual "generic" ads seen by the client. These ads address a specific legal problem, identified by the client, and generated by the keyword the client used while searching for a solution.

Once the problem has been identified, the client is delivered to a specific "landing page" with compelling information designed to deliver the exact information the client is seeking at the exact moment they need it.

The Landing Page Storyline Most law firms that attempt to generate client leads on their own, publish a simple ad that delivers the prospect to the firms website with either too much "general information" or in many cases no useful specific information.

Wrong approach!

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Achieve Independence Through Web Lead Generation

By Trevor Marshall

Before setting up anything, it is important that you understand the high relevance of lead generation to your business' success. It is highly important for you to be able to find ways for lead generation because without lead generation, your business will really suffer. Leads potentially lead to shoppers, and shoppers potentially lead to sales and profits. Thus, with no leads, you can have no shoppers, and so forth.

1. Business Breeds Business

A poor quality of lead generation will end up costing you a lot of wasted time and money. The initial impression people have about your business is very important. And if people hear that many of their friends are shopping somewhere, they are likely to try shopping there also. Take command of your company's lead generation – never leave the sales of your business as well as its growth, efficiency, and image, to fate.

2. Growth Is More Important Than Profits

You always need to supervise your company's lead generation so that you won't be left in the dark when it comes to your company's growth (or lack of it). If you are now interested in taking command of your company's lead generation, here are some simple tricks of the trade.

3. Use The Internet

Since hundreds of millions of people are logged on to the internet every single day, whether they are looking for something specific or just browsing around, it is highly important that you are able to bypass all the lead brokers as well as the other competition on the internet and just directly connect to your desired customers straight to a company's web site. You **MUST** have a website. In this day and age, your customers not only expect it, they demand it.

4. Lead Generation

Choose a lead generation that you can efficiently control and which is highly dependable. Make sure that your lead generation system is cost effective and specifically targeted to internet lead generation. Start getting off the lead generation habit of merely doing internet sales leads. It is advisable for your company to be able to develop a type of lead generation program where you will be able to cut out the middleman. You will not only be able to increase your company's lead generation but it can also improve the quality of your company's internet lead generation wherein you will be able to cut your costs per lead.

It is important to note that being able to create an effective internet sales lead generation system or program comprises of being highly sensitive of what you prospective clients want such as the right keywords or phrases that prospective clients usually use in the internet search engines. It is to the client's advantage that he or she will be able to choose the right keyword or key phrase (the ones that are most likely to be used by their prospective clients) because the whole point of lead generation is to basically be able to gain as much exposure over the net as possible as well as being able to provide all

relevant information to their prospective clients.

For more great lead generation related articles and resources check out

<http://leads.salesmarketinghq.com>



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