

The Lawyer's Guide to Effective Yellow Pages Advertising 2nd Edition

Kerry Randall & Andru J. Johnson, published 2005, 224 pages

The Lawyer's Guide to Marketing on the Internet 3rd Edition

Gregory H. Siskind, Deborah McMurray & Richard P. Klau, published 2007, 192 pages

To build a successful practice today you need to market yourself in both the traditional print-based world (the Yellow Pages) as well as the online world.

Let's start with your yellow pages ad. Most firms do not take the time to create yellow pages advertising that really works. With their eye on costs, they focus on the size of the ad, and/or whether or not to include colour elements.

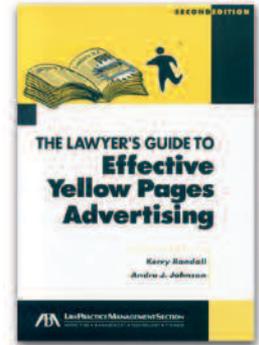
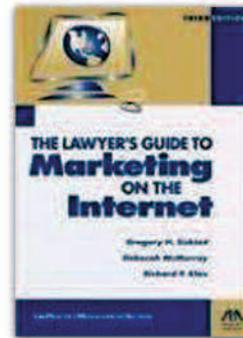
Now, grab a copy of your current Yellow Pages ad to see if it has the six elements for creating high-performance ads that Kerry Randall lists in the *Effective Yellow Pages Advertising*:

1. strong headlines that command attention and engage readers;
2. a laser sharp focus; a willingness to ignore most readers;
3. arresting, eye-captivating illustrations or photographs;
4. clearly identifiable differences (from competitive advertisers);

5. relevant copy (text) that covers less than 50 per cent of the ad space;
6. professional looking, clutter-free layouts.

How did your ad fare? If not well, look to the Randall book for the advice you need to create an effective and powerful Yellow Pages ad. You'll find information on identifying and focusing on your target market, as well as how to plan and design the perfect ad that not only reaches potential clients, but motivates them to call.

Moving beyond the Yellow Pages, today it is a business necessity that your firm also market itself on the web. For firms thinking about entering this world, the newly updated and revised 3rd edition of *The Lawyer's Guide to Marketing on the Internet* will be a valuable resource. The book is co-written by Greg Siskind (an immigration lawyer who was one of the first to set up a law firm website way



back in 1994), Deborah McMurray (a marketing consultant to the legal industry), and Richard P. Klau (a Google employee).

The first chapters of the book go back to basics: How do you develop a web marketing plan? What should be in a marketing plan? What resources should be allocated to it? The book will help you build a customized web-marketing plan.

With a plan in place, the next chapters explore the various types of content firms can make available on the web, and what

tools are available to effectively present this content.

The book is full of screenshots of some of the more effective law firm websites, and the addresses of those sites are provided as well so you can explore them for yourself. The book reviews other online marketing tools including e-mail lists, blogs, extranets, webinars and social networking. Not all of these features are appropriate for every firm, and the authors discuss the pros and cons of each, as well as how to walk the fine line between getting out your firm's message and turning people off (for instance, the difference between informative e-mails to a particular audience and annoying spam).

This book will be invaluable to any firm wondering where to start in terms of using the potential of the web to raise the firm's profile and increase business. It does an excellent job explaining new technologies and website features in layman's terms, so even the most technophobic will not be daunted. Marketing a firm has come a long way from putting an ad in the Yellow Pages (not that this isn't still important), and this book will help firms choose from among the various options for marketing on the web.

You can borrow both of these books for free from the practicePRO Lending Library (www.practicepro.ca/library). Full tables of contents for both books are online.

If you wish to purchase your own copy, *Effective Yellow Pages Advertising* costs

Also in the practicePRO Lending Library are the following books you can borrow on marketing:

- **The Lawyer's Guide to Marketing Your Practice 2nd Edition**
Edited by James A. Durham & Deborah McMurray, published 2003, 328 pages with CD-ROM
- **The Lawyer's Field Guide to Effective Business Development**
William J. Flabberly, Jr, published 2007, 150 pages
- **Marketing Success Stories: Conversations with Leading Lawyers 2nd Edition**
Hollis Hatfield Weishar & Joyce K. Smiley, published 2004, 240 pages
- **Personal Marketing and Selling Skills**
Catherine A. MacDonagh and Beth M. Cuzzone, published 2007, 146 pages
- **Through the Client's Eyes: New Approaches to Get Clients to Hire You Again and Again 3rd Edition**
Henry W. Ewalt and Andrew W. Ewalt, published 2008, 300 pages
- **Women Rainmakers' Best Marketing Tips 2nd Edition**
Theda C. Snyder, published 2003, 142 pages

For a full list of titles available see www.practicepro.ca/library.

US\$69.95, *Marketing on the Internet* costs US\$84.95. For more information about these and other excellent ABA LPM Section publications, go to www.abanet.org/lpm/catalog.

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