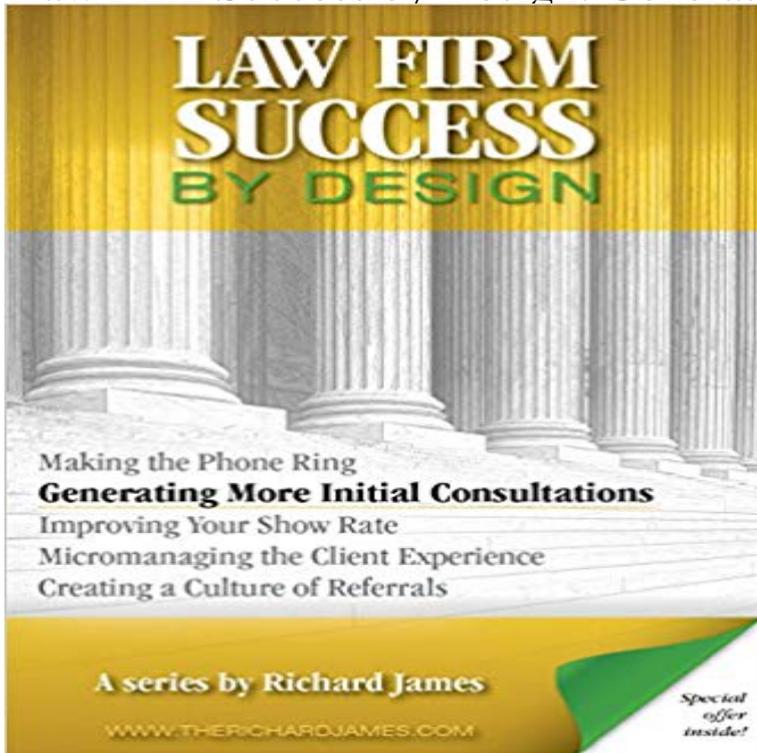


## Law Firm Success by Design: Generating More Initial Consultations



Law Firm Success by Design is a series dedicated to instructing the reader on cutting edge practices that, when implemented as instructed by the Legal Marketing Expert Richard James, will grow your firm FAST! Each small volume address a specific topic relative to establishing the law firm that SUPPORTS an attorneys lifestyle, not UNDERMINES it. Generating More Initial Consultations is Volume II. In this second book, Richard explains the critical practices that attorneys MUST put in place to assure the leads they work to generate are treated uniformly, consistently, with proper training and optimum professionalism. Through these practices, the goal of scheduling more initial consultations from more of your leads is achieved. Whats more, Richard outlines the importance of inspecting work objectives through reporting systems and how these measures maximize productivity and marketing expenses for lead generation, and begins the lasting and strong relationship with prospects (who will then be more likely to refer your firm later on). Richard also explains how these practices are the building blocks to stronger and more frequent lead conversion--MORE leads become MORE appointments which in turn become MORE clients.

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