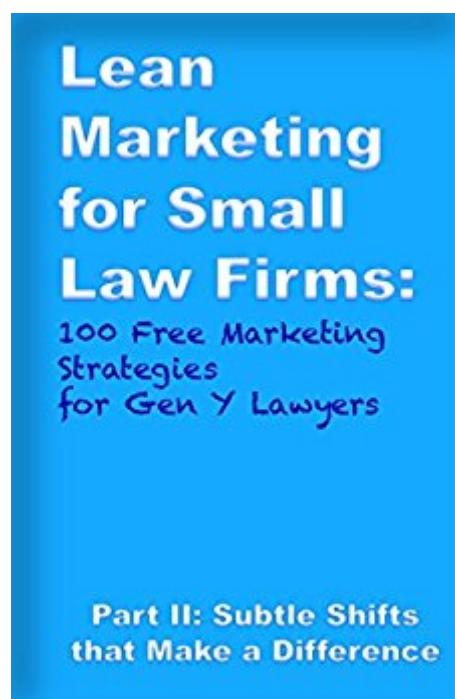


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# Lean Marketing For Small Law Firms: 100 Free Marketing Strategies For Gen Y Lawyers: Part II: Subtle Shifts That Make A Difference



## Synopsis

So, you've decided to step out on your own and hang out your shingle -- you're about to start your own law practice. Congrats, buddy! But, as someone who's been there and done that, I've gotta tell you -- this is no cakewalk. Even if you're smart as heck, you're about to enter the trenches and you've got to be prepared to do battle to build your client list. You're probably low on cash. Maybe you're even paying off student loans. You can't afford a full-page ad in a glossy trade magazine. You don't have the time to send a million LinkedIn requests in the hopes that somebody -- anybody -- finally requests a free consultation with you. Well, that's where this book comes in. This book is part two in a series where I share 100 free strategies I used to build my client list when I launched my law practice with only a few months of work under my belt and hardly any business contacts. Yes, you're smart and you could probably try to figure this stuff out on your own. Or you could let me share with you the strategies that worked for me as I was building my client list. If you want some valuable tips that could help you make a few leaps ahead in growing your new law practice, give this book a shot.

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