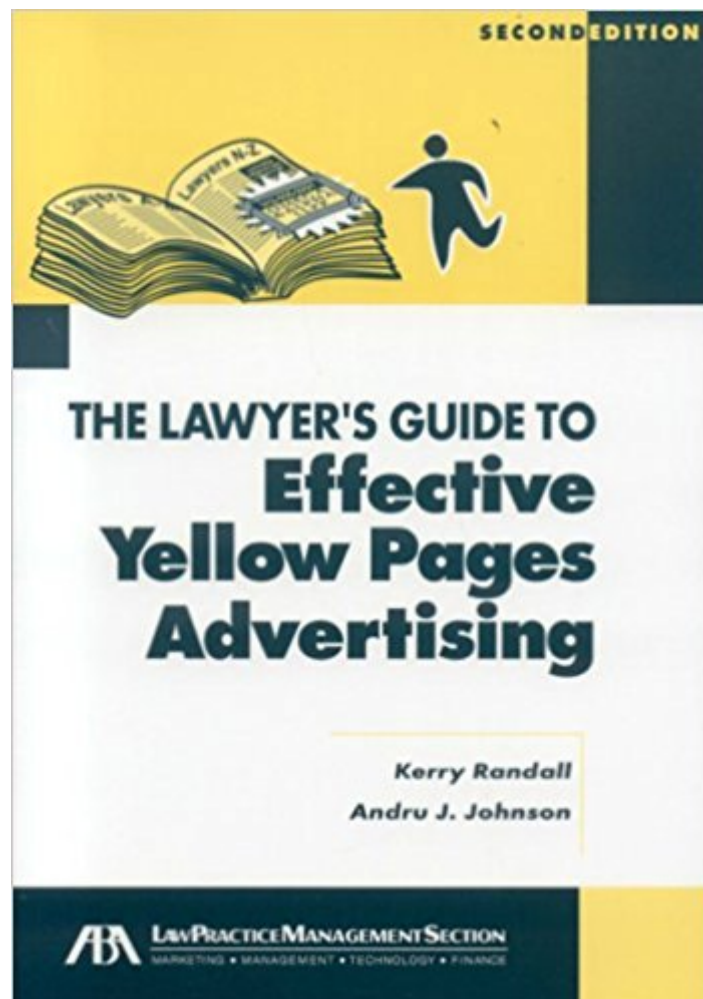




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The Lawyer's Guide To Effective Yellow Pages Advertising



Synopsis

Essential for law firms that advertise in the Yellow Pages, this book explains how to plan and design a more effective, targeted Yellow Pages advertisement – one that attracts the type of clients the firm is looking for and stands out among competing ads.

Book Information

Paperback: 224 pages

Publisher: American Bar Association; 2nd Edition edition (May 25, 2005)

Language: English

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Product Dimensions: 7.2 x 0.6 x 10 inches

Shipping Weight: 1 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #7,122,416 in Books (See Top 100 in Books) #28 in [Books > Law > Law Practice > Law Office Marketing & Advertising](#) #414 in [Books > Law > Law Practice > Law Office Education](#) #4057 in [Books > Law > Business > Reference](#)

Customer Reviews

Following the principles and exercises in this book will result in ads that generate more calls from the right types of clients, and will almost certainly give any lawyer a significant advantage over the competition. Any lawyer who advertises in the Yellow Pages without following the steps outlined in this book is taking a huge gamble with his or her money. A yellow Pages ad developed using the principles in this book will likely generate many thousands of dollars more revenue than one created by the directory publisher.

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Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies
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