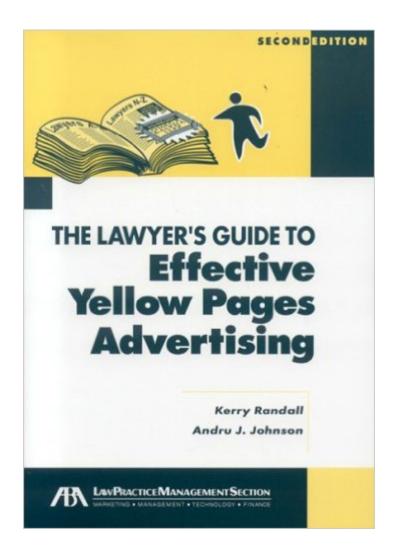
### The book was found

# 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 advertisementâ "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

ISBN-10: 1590316215

ISBN-13: 978-1590316214

Product Dimensions: 7.2 x 0.6 x 10 inches

Shipping Weight: 1 pounds

Average Customer Review: 5.0 out of 5 stars Â See all reviews (1 customer review)

Best Sellers Rank: #4,917,342 in Books (See Top 100 in Books) #26 in Books > Law > Law

Practice > Law Office Marketing & Advertising #339 in Books > Law > Law Practice > Law Office

Education #3235 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.

#### Download to continue reading...

The Lawyer's Guide to Effective Yellow Pages Advertising Antique & Contemporary Advertising Memorabilia: Identification & Value Guide (Antique and Contemporary Advertising Memorabilia) Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Junkers Ju 87 Stuka: Big Yellow (Big Yellow Series) Chalkboard Journal - Be Still & Know (Yellow): 100 page 6" x 9" Ruled Notebook: Inspirational Journal, Blank Notebook, Blank Journal, Lined Notebook, ... Journals - Yellow Collection) (Volume 3) Cleveland's Swimming Lessons for Baby Sharks: The Essential Guide to Thriving as a New Lawyer: The Essential Guide to Thriving as a

New Lawyer (Career Guides) What Every Good Lawyer Wants You to Know: An Insider's Guide on How to Reduce Stress, Reduce Costs and Get the Most From Your Lawyer The Best Defense: The Courtroom Confrontations of America's Most Outspoken Lawyer of Last Resort-- the Lawyer Who Won the Claus von Bulow Appeal Thinking Like a Writer: A Lawyer's Guide to Effective Writing and Editing 1,000 Artist Journal Pages: Personal Pages and Inspirations (1000 Series) Gone Girl: Novel by Gillian Flynn -- Story Shortened into 35 Pages or Less! (Gone Girl: Shortened into 35 Pages or Less! -- Paperback, Hardcover, Audiobook, Audible, Novel,) Summary - After You: Novel by Jojo Moyes -- Story Shortened into 35 Pages or Less! (After You -- Story Shortened into 35 Pages or Less! - Audible, Audiobook, Paperback, Hardcover, Book) Journal Daily: inside Tree Design, Lined Blank Journal Book, 150 Pages,6" x 9" (15.24 x 22.86 cm), blank journal pages, writing journal Effective Objective-C 2.0: 52 Specific Ways to Improve Your iOS and OS X Programs (Effective Software Development Series) Effective Perl Programming: Ways to Write Better, More Idiomatic Perl (Effective Software Development Series) Effective Leadership and Management in Nursing (8th Edition) (Effective Leadership & Management in Nursing (Sull) Effective Leadership and Management in Nursing (Effective Leadership & Management in Nursing (Sull) Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes (Ultimate Series) Youtube Marketing Buddy, The begineers guide to youtube advertising, Use video marketing for your business Advertising Postcards (Schiffer Book for Collectors with Price Guide)

<u>Dmca</u>