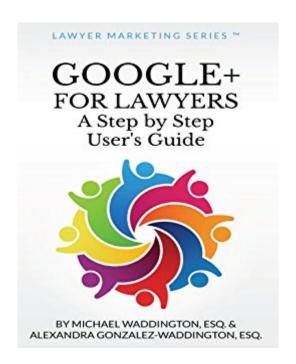


The book was found

Google+ For Lawyers: A Step By Step User's Guide (Lawyer Marketing Series Book 1)





Synopsis

Hereâ ™s the simple truth: Many lawyers havenâ ™t discovered Google+. They donâ ™t know about the lucrative marketing potential: reaching new clients, professional networking, niche branding, and most importantly, growing your law practice. To succeed in todayâ ™s increasingly competitive market, you must embrace the multi-media approach of Internet marketing. Google+ offers you all the tools youâ ™ll need to do just that. If youâ ™re ready to get a step ahead of your competition, then this is the book for you. Google+ for Lawyers is the only book youâ ™II need. Whether you are an Internet newbie or a seasoned pro, this book will guide you through the necessary steps to building a presence on Google+. Once you have the fundamentals in place, youâ ™II begin the most important work of all: Growing Your Law Practice With Google+. Even better, it wonâ TMt take you weeks to work through these steps and implement the proven strategies. With just a few short sessions youâ ™II be on your way. The easy-to-follow instructions are coupled with screenshots, giving you an added visual tutorial of the process. Best of all, since the book is tailored specifically to lawyers, you wonâ ™t find pages and pages of irrelevant information to wade through. Google+ is one of the quickest and most affordable methods for expanding your practice and increasing profits a " and Michael Waddington, Esq., and Alexandra Gonzalez-Waddington, Esq., have produced an indispensable guide that any top-of-their-game lawyer will want to get their hands on. In a very short time, you will:â ¢Set up and optimize a Google+ account and profile, including steps to protect your personal privacy.â ¢Utilize Google+ features to attract and maintain client relationships: Your stream, posts, photos, links, and +1â ™s.â ¢Manage Circles to build relationships and grow a vibrant community with not only clients, but other practitioners in your field, expanding your referral base.â ¢Leverage your niche to position yourself as a top expert in your field of law.â ¢Use Google+ in conjunction with your firmâ ™s website to increase traffic and improve search rankings.â ¢Easily multiply your marketing efforts by using all areas of Google+: Host a webinar, post videos, create a Hangout, and organize events.â ¢Maximize your firmâ ™s web presence by creating a Google+ Business Page and Local Page â " making it easier than ever for potential clients to find you.

Book Information

File Size: 2258 KB

Print Length: 144 pages

Simultaneous Device Usage: Unlimited

Publisher: Legal Niche Pros, LLC; 1 edition (September 27, 2013)

Publication Date: September 27, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00Fl33YL6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #499,671 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #23 in Kindle Store > Kindle eBooks > Law > Law Practice > Law Office Education #70 in Books > Law > Law Practice > Law Office Education #843 in Books > Science & Math > Technology > Social Aspects

Customer Reviews

The author provides a good explanation why to use Google+ in the legal area. He tells you the benefits of using it, not just the technicalities. There are lots of very lawyer-specific recommendations, but it is also has very complete information that non-lawyers can use. The book has lots of tips on making your Google+ presence look professional, and step by step instructions on how to link Google+ to your other social media channels. It has a section on how to use Google+ to grow your professional practice. He shows how to search for people and appropriate communities that are relevant to you and how Google+ Circles helps filter the people you want to interact with. He has 2 especially useful chapters: one on marketing your practice on Google+ and another on developing a Google+ strategy to grow you legal network. Both strategies also apply to non-attorney businesses. The author also shows how to host a free webinar through Google+ to promote a business, and how to use Google+ Hangouts. This book really convinced me I should be using Google+.

This was an extremely comprehensive guide covering everything you could want to know about using Google+ for business purposes. Probably most professional people, accountants, doctors etc would find this useful not just lawyers. The only thing I found a little unlikely was the suggestion that we should spend half an hour every day on Google+. This doesn't seem realistic, in the real world

maybe half an hour 2 or 3 times a week would be more like it.

This book is extremely well written and thorough in its step by step coverage of how to effectively use Google+. It is nicely formatted, suitably illustrated and sensibly priced (under-priced?) at \$2.99.1 have read a number of ebooks on using Google+. Many were written by so-called experts, costing 3 or 4 times more than this one and with considerably less *useful* information in them.If you didn't know it was written by lawyers - outside of those parts of the book aimed specifically at lawyers you would certainly have your suspicions from some of the wording :-)I particularly liked the "Google+ Tip" paragraphs dotted throughout the book. One criticism! When I used the "Click to Look" Inside" function, I was disappointed at not seeing enough of the "meat". If it hadn't been offered at \$0.00 for today, I probably would not have purchased it. Now, having read the book, start to finish (took me almost an hour to absorb and appreciate everything it contained) I have no hesitation in awarding it 5 starsSuggestions for the authors:1. Move your "About The Authors" to the end of the book. Michael (please don't sue me!) your photograph looks "cheesy". Lawyers have enough to contend with the perceived image the public has of your profession - don't add fuel to the fire!2. Move your overview of Google+ to another chapter/section. Have your "Overview" be of the book and its contents. Let the reader have their appetite whetted for reading more - for buying the book by telling them what they are going to learn from reading the book.3. I would like to see you create a version of this book aimed at *any* business. I believe it would be extremely popular.HIGHLY RECOMMENDED for ANY business.PS. Adapting the "lawyer" paragraphs should not prove too difficult to do.

This book is a practical and informative book about google plus. The author is obviously well versed on the topic but he explains using this forum in very simple terms.

Many tips in this book I had never seen in any other books. A great guide for lawyers, but not only...

If you are an attorney, or any professional for that matter, who is trying to figure out exactly how to use Google+ in your marketing campaign, this book is a one stop shop. I thought I was fairly experienced in SEO but trying to integrate Google+ into my marketing campaign was difficult, as it is a entirely new medium of social media. The great part about this book is that Waddington walks you through what needs to be done, in a step by step manner that is easy to understand and gets results. Pick up the book, read it through, but most importantly, follow the guidance and you won't

be disappointed.

But if you're looking to learn strategies, look elsewhere. This book is nothing more than a user guide. And it's slightly outdated.

Download to continue reading...

Google+ for Lawyers: A Step by Step User's Guide (Lawyer Marketing Series Book 1) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Google Home: Google Home User Manual: Beginner's Guide to Start Using Google Home Like a Pro! Windows 10: The Ultimate 2017 Updated User Guide to Microsoft Windows 10 (2017 updated user guide, tips and tricks, user manual, user guide, Windows 10) Echo: Echo Advanced User Guide (2017 Updated): Step-by-Step Instructions to Enrich your Smart Life (Echo User Manual, Alexa User Guide, Echo Dot, Echo Tap) Google Home: The Google Home Guide And Google Home Manual With Setup, Features Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing The Six Minute Lawyer: GTD For Lawyers - Work Patterns to Reduce Stress and Increase Lawyer Productivity Google SEO for Bloggers: Easy Search Engine Optimization and Website marketing for Google Love How to Install Kodi on Firestick: The Ultimate User Guide How to Install Kodi on Fire Stick (the 2017 updated user guide, tips and tricks, home ... (user guides, fire stick,) Echo Dot: Echo Dot User Manual: From Newbie to Expert in One Hour: Echo Dot 2nd Generation User Guide: (Echo, Dot, Echo Dot, ... Manual, Alexa, User Manual, Echo Dot ebook) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks SEO - The Sassy Way of Ranking #1 in Google - when you have NO CLUE!: Beginner's Guide to Search Engine Optimization and Internet Marketing (Beginner Internet Marketing Series) (Volume 3) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) How to Install Kodi on Firestick: A Step by Step User Guide How to Install Kodi on Fire Stick (the 2017 updated user guide, tips and tricks, home ... tv, by echo, digital media, internet) Echo: The 2017 Updated Echo User Guide and Echo Dot User Guide, Master Your Echo and

Echo Dot in 1 Hour! (With Step-by-Step Instructions & The 250 Best Echo Easter Eggs included) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Echo Dot: Dot Advanced User Guide (2017 Updated): Step-by-Step Instructions to Enrich Your Smart Life! (Echo, Dot, Echo Dot, Echo User Manual, Echo Dot ebook, Dot)

Contact Us

DMCA

Privacy

FAQ & Help