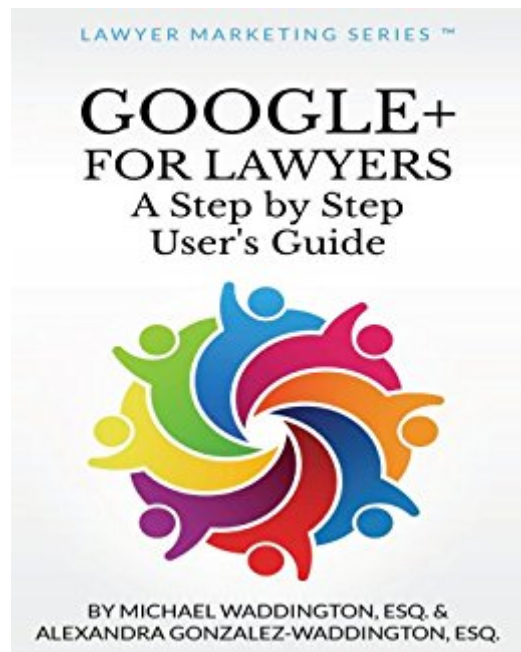




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Google+ For Lawyers: A Step By Step User's Guide (Lawyer Marketing Series Book 1)



Synopsis

Here's the simple truth: Many lawyers haven't discovered Google+. They don't know about the lucrative marketing potential: reaching new clients, professional networking, niche branding, and most importantly, growing your law practice. To succeed in today's increasingly competitive market, you must embrace the multi-media approach of Internet marketing. Google+ offers you all the tools you'll need to do just that. If you're ready to get a step ahead of your competition, then this is the book for you. Google+ for Lawyers is the only book you'll 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, you'll begin the most important work of all: Growing Your Law Practice With Google+. Even better, it won't take you weeks to work through these steps and implement the proven strategies. With just a few short sessions you'll 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 won'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 – 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:

- Set up and optimize a Google+ account and profile, including steps to protect your personal privacy.
- Utilize Google+ features to attract and maintain client relationships: Your stream, posts, photos, links, and +1's.
- Manage Circles to build relationships and grow a vibrant community with not only clients, but other practitioners in your field, expanding your referral base.
- Leverage your niche to position yourself as a top expert in your field of law.
- Use Google+ in conjunction with your firm's website to increase traffic and improve search rankings.
- Easily multiply your marketing efforts by using all areas of Google+: Host a webinar, post videos, create a Hangout, and organize events.
- Maximize your firm's web presence by creating a Google+ Business Page and Local Page – making it easier than ever for potential clients to find you.

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Customer Reviews

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.

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 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. I 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 stars. Suggestions 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.

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 an 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.

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