



# **The Lawyer's Ultimate Guide to Online Leads: Getting More Clients from the Web into Your Law Practice, Step-By-Step**

*Mr. Ken Matejka*

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This book is a 2016 update to the 2015 book of the same name, current as of January 2016. If you bought the 2015 version of this book, write to me and I will email this book to you free of charge. 40,000 people graduate from law school each year, competing for a shrinking pool of clients as more self-help solutions come online. You may be better or more cost-effective or more experienced than your competitors, but the growth of your law practice in 2016 depends on visibility alone. This book describes the current landscape of the Internet as it pertains to lead generation for the solo practitioner and small law firm. It provides practical information about what you can do to evaluate the the current state of your online marketing efforts and what you can do to refine it to make your marketing investment as productive as it can be.



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