



Google+ for Lawyers: A Step by Step User's Guide: Subtitle (Lawyer Marketing Series) (Volume 1)

Michael S. Waddington Esq., Alexandra Gonzalez-Waddington Esq.

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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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