



7 Questions You Need Answered Before Using Legal Leads

4LegalLeads.com



You Shouldn't Have to Miss Out on This Growth Strategy for Your Law Firm

There's a powerful path to potential clients that most attorneys are missing in their marketing strategy, and after twenty years in the business of providing this solution, we're still surprised at how much it feels like a "best-kept secret."

Legal leads give your law firm the ability to stretch far beyond its existing resources by engaging a national marketing firm to deliver prospective clients to your inbox and phone. You can outsource the highly-specialized, frustrating task of marketing your law firm online at a very reasonable cost while you focus on serving your clients and growing your practice.

We understand why attorneys often hold back on using legal leads. It's a frustrating task to find solid information about how they can benefit your firm, and you shouldn't have to miss out on this opportunity due to a lack of information or misconceptions about how legal leads work.

4LegalLeads has been providing online lead generation services for attorneys since the industry was in its infancy in 2001, and in the pages below are seven of the top questions and concerns we hear from attorneys. By addressing them here, we hope to give you an understanding of legal leads that will let you in on the "secret" and give you confidence in using them to drive growth for your firm.

4LegalLeads.com

4legalleads.com/lawyers
(888) 847-4437



So what are legal leads, anyway?

A lead is simply someone who is requesting legal help. They submit their request in a multitude of ways including a form filled out voluntarily on one of our landing pages or by calling in directly.

4LegalLeads provides Exclusive, Real-Time Legal Leads based on your combination of location and legal category. They're delivered in a rotation with any other attorney with similar targeting.

It's critical to understand the concept of exclusivity in legal lead generation. Unfortunately, some providers will put lawyers into a multi-share model where they're forced into a race to see who can contact the consumer first, but when we say exclusive, we mean just that: a one client per one lawyer connection.

Real-time means that as soon as the request comes in, the lawyer is notified by email and text or connected live on the phone.

These two features work together to give attorneys an edge over their competition. Having both exclusivity and the ability to respond immediately increases the odds of converting a lead into a client.





Are law firms allowed to buy leads or advertise?

Absolutely, though it's important to keep aware of your state's individual guidelines and recommendations. For example, in some states 4LegalLeads is required to be registered as a qualified provider, while in most states they're considered part of a group advertising model.

Our policy is to follow the best practice rules of every state, and to apply those rules on the national level regardless. That means we self-enforce best practices such as: no fee splitting, no rating of lawyers, no promises of monetary outcomes, providing notifications of paid lawyer advertisements, following TCPA compliance, and so much more.

Attorneys should always ask a lead provider if they're following these practices. Their answers will immediately sort out quality providers from the rest.



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How do legal leads fit into a law firm's marketing plan?

Even if your law firm has online advertising all figured out and is crushing your competition, one simple fact remains. Everyday, we get thousands of requests for lawyers from leads who likely missed your law firm's website because of our much more extensive reach.

So the strategic question becomes, "Don't you want to get more 'pieces of the pie' of the potential clients who are out there?" and "Don't you want to make sure they connect with your law firm first instead of your competitors?"

The other strategic win is that these requests are all inbound, meaning the lead has initiated contact and wants to speak with you. That one advantage alone goes a long way towards winning them as a new client.





Is legal lead generation different from SEO?

Law firms are inundated with sales calls from SEO companies who are fighting to win one-off payments that don't have the attorneys' best interests at heart. They promise to "list the attorney's website" on a dozen keywords with zero accountability for cost-per-call or lead acquisition.

Worse, they can't deal in the volume a law firm desires due to SEO limitations. While every law firm website should follow good SEO practices, we would be comparing apples and oranges.

An SEO company will get you listed on a handful of longtail keywords such as "personal injury lawyer Scranton," but they will never be able to generate clients off of lucrative, high volume terms like "personal injury lawyer".

4LegalLeads can do this because we work with attorneys nationally connecting each request with an attorney in their location. 4LegalLeads also extends the reach of the law firms who work with us to tens of thousands of keywords instead of the handful of long-tail keywords an SEO company scrambles for. Search is just one subset of the marketing 4LegalLeads does.

What type of law firm can benefit from legal leads?

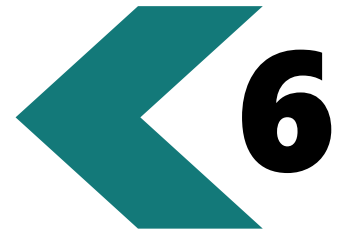


We have the widest scope of categories in the industry - Auto Accident, Personal Injury, Criminal Defense, DUI, Family Law, Workers Comp, SSDI, Bankruptcy, Immigration, Wills/Trusts - over 40 categories you can target. See the full list [HERE](#).

Even if an attorney is in an extremely niche category not yet covered such as Maritime Law or Securities, we encourage them to let us know they're interested as we maintain lists of firms in these categories who are waiting for us to expand.



What if my law firm is too busy and doesn't need prospective clients?



This is a good problem to have.

However, the simple reason for wanting more prospective clients in the pipeline is that it gives you far more control over the types of cases you wish to take on and helps you control your downtime between caseloads.

That's why it's not just mid-sized and solo law firms who benefit from lead generation. We have lawyers from some of the top firms in the country who have been active with us nonstop for years.



Why shouldn't we do this on our own?

Law firms face a daunting task when trying to tackle the highly-specialized and technical field of online advertising. We've been doing it for 20+ years across the entire United States for more than 40 categories of law. When a law firm goes to do it themselves, there are a dozen pitfalls to trip them up. We help them skip past all that wasted time and marketing budget.

In the end, that may be the most misunderstood thing about leads, the expertise it takes to do it right. Marketing professionals wouldn't process their own court case. Why would a law firm try to recreate 20 years of marketing experience and generate their own leads?

You deserve the benefits of legal leads!

Marketing your law firm online is a highly-specialized task that can cause you to waste time and money on tactics that don't work. Our expert team does the marketing for you and connects you with people who need your help making it easier to find new clients for your firm.

Legal Leads provide an affordable, efficient marketing solution that relieves the stress of online advertising, fills your sales pipeline with leads, and frees up the time you need to serve your clients and focus on growth.

**ABALAW
PRACTICE
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The Business of Practicing Law
PREMIUM SOLUTIONS PROVIDER



Create Your Account and Start Finding New Clients!

STEP 1

Create your account at 4legalleads.com/lawyers or call (888) 847-4437 to speak to our team directly. There are no long-term contracts, and you are in control of your budget.

STEP 2

Our support team will be in touch to answer your questions and optimize your account with custom targeting solutions for your leads.

STEP 3

Add funding to your account to start finding new clients with Exclusive, Real-Time Legal Leads.



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