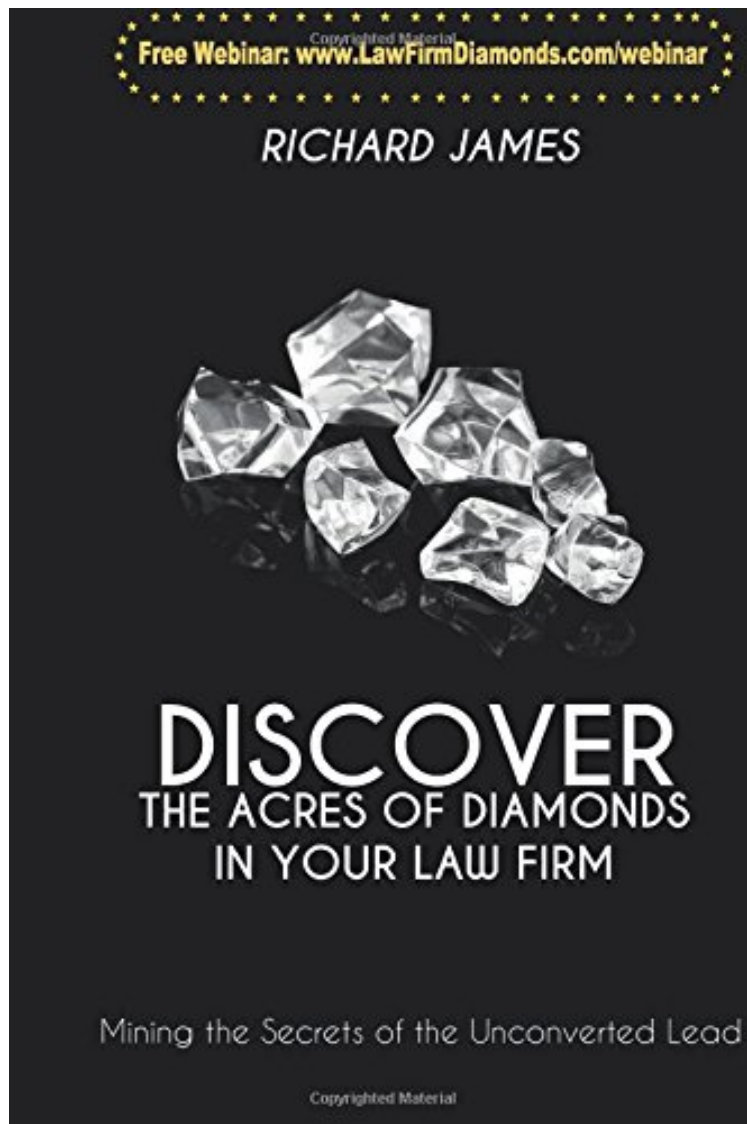


[Download] Discover The Acres Of Diamonds In Your Law Firm: Mining the Secrets of the Unconverted Lead

Discover The Acres Of Diamonds In Your Law Firm: Mining the Secrets of the Unconverted Lead

Richard James

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Richard James : Discover The Acres Of Diamonds In Your Law Firm: Mining the Secrets of the Unconverted Lead before purchasing it in order to gage whether or not it would be worth my time, and all praised Discover The Acres Of Diamonds In Your Law Firm: Mining the Secrets of the Unconverted Lead:

1 of 1 people found the following review helpful. Mostly a Solicitation Pamphlet with a Few Pointed Pieces of

AdviceBy cpanagakos The title of this book essentially summarizes the limited contents within....which is to develop a system to follow up on leads that have not converted into clients ("unconverted leads") before venturing into new areas of business or new locations. Apparently many attorneys do not already do this. The other advice offered in the approximately 1-hour read is to track your conversions (% of leads that became paying clients), communicate with clients through multiple mediums, rely on phone as a primary medium of communication, raise your prices, write a book and try to use your book as a lead-in to get on TV and radio in order to be recognized as an expert, or better yet, a "celebrity" in your field of practice. Clearly, the author is following his own advice by using this book as a means to solicit his firm's services and software to help other firms follow-up on their unconverted leads. Although the information is limited to the above simple points, with really no further detail or "secrets" offered, it is a quick and easy read and I was thankful that the author at least did not waste my own time with a lot of needless filler. The continuous solicitation of the author's services was annoying in the beginning (and I was prepared to give the book 1 star because of such), but after he shared the idea of writing a book to promote services and develop expert/celebrity status, I felt less annoyed and more appreciative of his sharing this intriguing idea with the reader...and illustrating it by example through the very book I was reading. I am guessing that free versions of the book must be available somewhere.

You've moved past the single office; with you as the only blood shot eyed employee, who eats at their desk and barely gets home in time to kiss the kids goodnight. You now have a firm that makes you feel like you're headed in the right direction. Business comes in with more regularity, you have some systems in place and you invest more time thinking about how to make the phone ring. Yet, despite the time invested in working ON your business, and likely IN it as well, you revenue isn't moving up to where you want it to be. You're fairly certain there's something you're missing. But you simply can't put your finger on it. You'd assumed by the time your firm reached its current level, there would be more to invest in marketing and you'd be bringing more money home but it's not. So, what's missing? In *Discover The Acres of Diamonds in Your Law Firm*, Richard James shows you how to get the most cash out of your business by teaching you how to mine the secrets of the unconverted leads. Richard explains and demystifies this process through simple and immediately executable steps. James is the founder and president of Automated Business Results and is fast taking his place among the nation's top legal marketers. In 2012, James established his company after taking a Phoenix law firm from two men in a room to a \$3.5 million firm in just over 2 years. His practices and consulting have become a phenomenon and are sought after by the attorneys who are already achieving great success as well as those who are simply sick and tired of working very hard and yet struggling to achieve success. His encouragement and advice is practical, actionable and timely and in this new book, he encourages his clients to unlock the hidden cash in their law firms. This book spells out how. Written with both humor and wisdom, James's book is an inspiring call to action and a plan for reaping greater financial rewards for the attorney who wants a successful firm AND a LIFE. James reflects heavily on Russell Conwell's age-old story of *Acres of Diamonds* challenging his reader to think about their practice in a new way. But being a man of action, James is not satisfied with a shift in thinking. In *Discover the Acres of Diamonds in Your Law Firm*, Richard James will only be satisfied if the paradigm shift is not only in thinking, but also in action.