

# how to use a legal guide

TO MARKET YOUR LAW PRACTICE



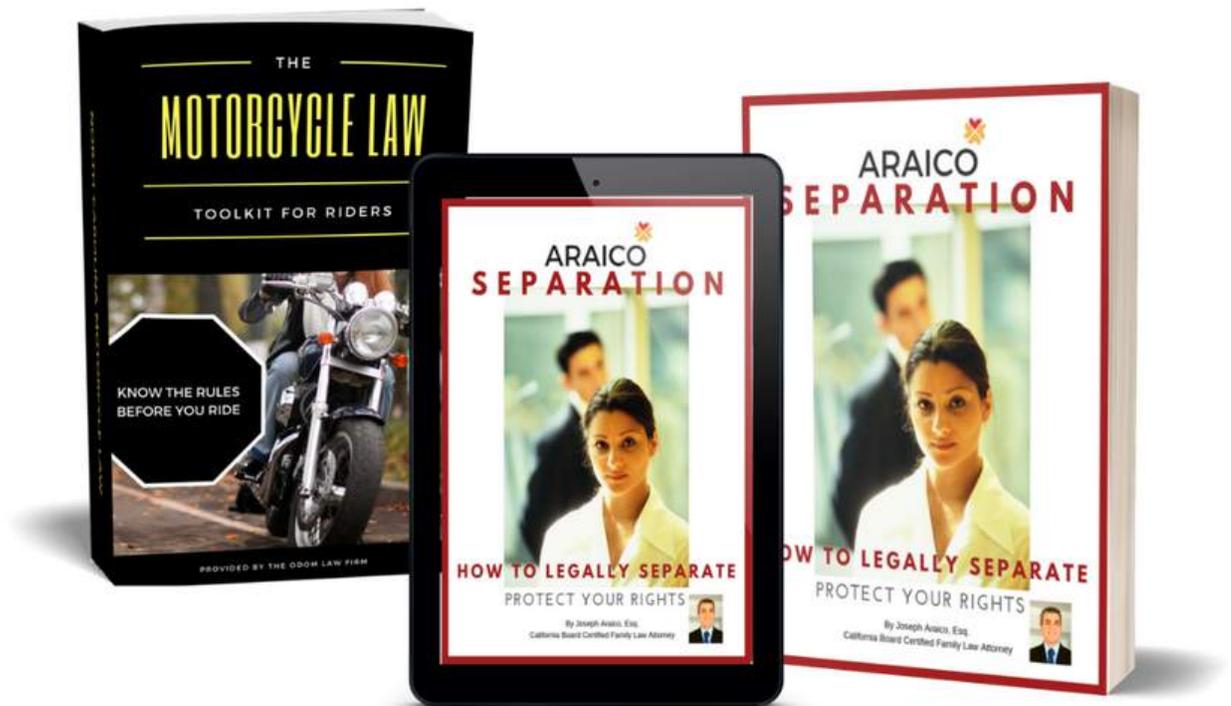
GENERATE MORE  
LEADS AND  
REFERRALS

PROVIDE  
VALUABLE  
KNOWLEDGE

SCROLL

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# THE BENEFITS OF E-BOOKS



## CREDIBILITY | EFFICIENCY | SHAREABILITY

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You may have noticed that many law firm websites now offer legal guides or e-books to their website visitors on very specific topics related to their practice area.

Why is this becoming such a popular trend? What are the benefits of creating an e-book for your law practice?

# CREDIBILITY

When someone sees you as the author of a guidebook on a subject pertaining to their immediate legal needs, it gives you credibility as someone with expert knowledge.

By outlining the most important issues they need to know, it further demonstrates your competence in your practice area. E-books are designed to use infographics and other visual elements to keep the readers interest while explaining complicated issues in easy-to-understand ways.



# EFFICIENCY

How often do you feel like you answer the same questions over and over in your initial consultations?

Having a guidebook for the prospect to read before the consultation essentially commoditizes your baseline legal advice so you can more efficiently dive into the particular nuances of each case. It helps to quickly cover the basics and prepare both you and the client for the next stage.

# SHAREABILITY

Post to Social  
Media

Email to  
Prospects Who  
Contact Your  
Office

  
bluestoneLAW



Download Our Legal Guide Today

Add it to Your  
Website as a  
Reference Tool

Your Referral  
Sources Can  
Share with  
Others In Need  
of Your Services



# MAXIMIZE YOUR NETWORK

## **Most attorneys claim 'word-of-mouth' is their primary source of client acquisition.**

Sharing your legal guide as a PDF document helps give your referral network something tangible to share on your behalf.

The term business development refers to the process of finding qualified leads and turning them into clients. Most small firm professionals claim referrals provide their primary source of qualified leads.

Referrals come from:

- Other attorneys either in different practice areas or other geographic locations
- Former clients
- Friends, colleagues and the community at large.

A shareable legal guide makes it easy for your referrals to click and share your brand, face and knowledge to those in immediate need of your type of legal services.



## awareness

Awareness simply means that someone who could be a potential client knows that you exist for the purpose of practicing law.

They may become aware of you from a referral source, your online presence, social media or any other method of traditional marketing.

## interest

Having an interest in your legal services develops if the person feels you are trustworthy and he or she has faith in your competence. A legal guide allows you to demonstrate your knowledge and convey your personality.

## value

Those researching their legal issues find considerable value in reading the information you provide in your guide.



# How to Share Your E-Book

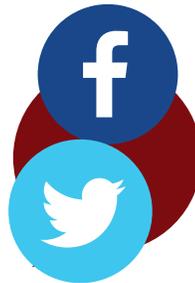


**These simple PDF documents can easily be shared via email, social media, your website, newsletters and even text messages.**



## Call

When someone calls your office, offer to email them your legal guide. This puts your face, brand and knowledge in front of them in a tangible way.



## Social Media

Use a scheduling tool to set up social posts to publish to all your social media channels monthly. The post can be as simple as:



## Email

Include pictures and a link to your PDF download in all of your newsletters.

Send it to other attorneys to use when making a referral to you.



# automation tips to share your legal guide

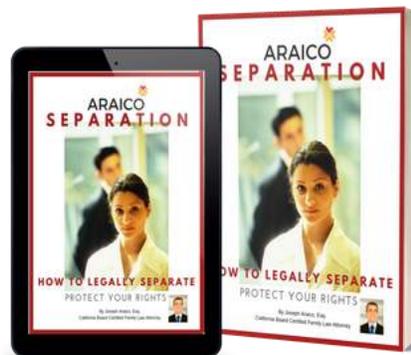
## EMAIL AUTOMATION

Use a service like MailChimp (free) or Constant Contact (\$50/mo) to create and send your newsletters to former clients and your referral network.

These legal guides provide valuable tools to share your brand to your network which in turn generates more leads and referrals.

## E-BOOK GUIDE CREATION

Have ScrollDigital.com create a legal guide branded to you that serves as the basis of your marketing communications.



## SOCIAL MEDIA

Use a scheduling tool like Buffer, Social Pilot or Hootsuite to create and schedule your posts in advance.

Share your e-book at least quarterly to stay top-of-mind with your community network.

This will lead to more referrals since the e-book is a tangible item of value to be shared via social.

# SCROLL

## HOW WE HELP YOU CREATE YOUR LEGAL GUIDE



### Choose Topic

Choose a topic that will benefit your prospective clients and attract the types of cases you want to handle.



### Text Version

Provide me with any reference materials on the topic. As an attorney, I can do my own research as well.

Once I write a text only version, you should add in comments in your own "voice".



### Design

Next I add images (both that you provide of your office, staff, etc.) and images that relate to the topic.

I create infographics and use a layout that makes the entire e-book easy-to-read and engaging.



### Revise

We both edit and revise until the e-book is ready for publication.



### Share

You receive a PDF version for digital use and print as well as images to use to promote your e-book on your website and social media.

# ABOUT THE AUTHOR

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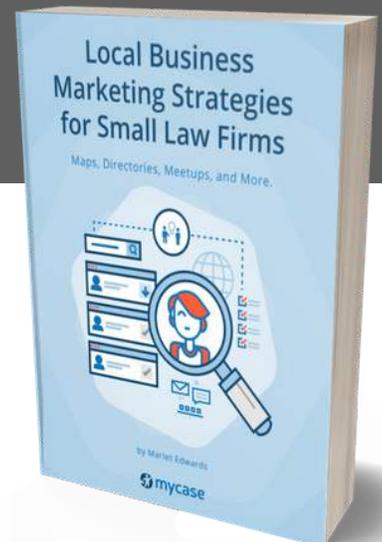
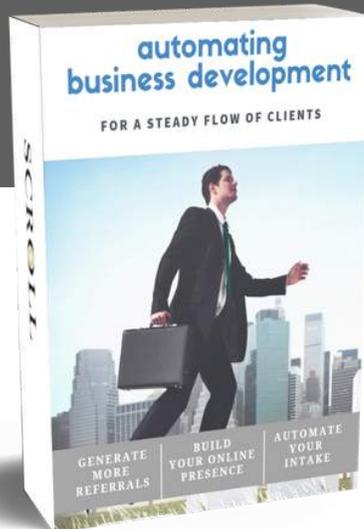
Marlet Edwards, Attorney and Owner of Scroll, LLC spends her time helping fellow attorneys create legal guides and e-books to market their law practices.

"My favorite projects are creating e-books on unique topics for attorneys who have carved out a niche in their practice areas."

Based in Raleigh, Marlet works with attorneys nationwide from a variety of practice areas.



**Check out other legal marketing guides written by Marlet Edwards, Attorney and Owner of Scroll, LLC. Contact Us to Get Started!**



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