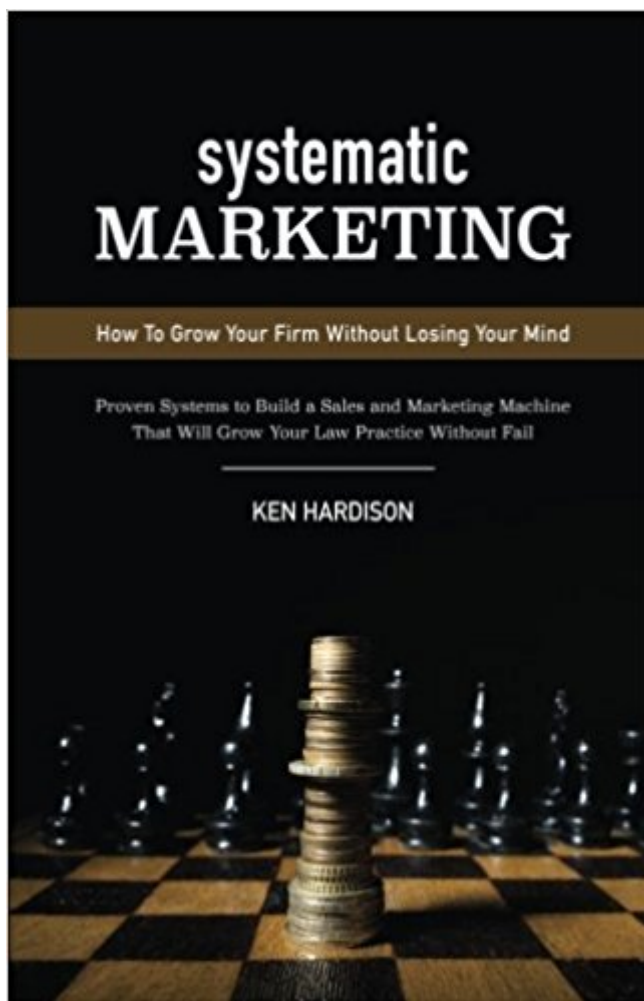


The book was found

# Systematic Marketing: How To Grow Your Firm Without Losing Your Mind



## Synopsis

In *Systematic Marketing*, highly successful lawyer Ken Hardison reveals the marketing strategies that he has used to build one of the largest Personal Injury Law Firms in the state of North Carolina. Inside the book you will learn Ken's blueprint for legal marketing, the three phases of legal marketing, how to build a sales and marketing machine, strategies for online and offline marketing, a proven method to differentiate yourself, systems that Ken uses to gain clients and referrals, and how to automate your sales and marketing machine. If you want to take your law firm's marketing to the next level, pick up a copy of *Systematic Marketing* and learn these proven strategies for success.

## Book Information

Paperback: 110 pages

Publisher: Paperback Expert (June 3, 2015)

Language: English

ISBN-10: 0692463895

ISBN-13: 978-0692463895

Product Dimensions: 5.5 x 0.2 x 8.5 inches

Shipping Weight: 6.9 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #964,486 in Books (See Top 100 in Books) #38 in [Books > Law > Specialties > Personal Injury](#) #121 in [Books > Law > Specialties > Disability](#)

## Customer Reviews

Ken Hardison practiced Injury and Disability Law for over 32 years and built one of the largest Personal Injury Law Firms in the state of North Carolina. He attributes his success to his persistence and willingness to try new things, primarily in marketing. Ken has had proven success with his firm and in 2009 decided to share his knowledge with other lawyers. This led to the creation of PILMMA (Personal Injury Lawyers Marketing and Management Association). PILMMA is the only legal marketing and management association exclusively for Injury and Disability Lawyers.

What a delight! More than a how to build your law firm, or any other business, Ken shares how he did build a premier law firm.

Great read. Ken's book is very informative and a great guide to building a successful law practice.

Highly recommend it.

Most of us seek out an attorney only when we must deal with the usual occurrences in life such as domestic law, real estate dealings, estate planning, etc. Or, we may find ourselves in a situation of being named in a lawsuit. In these circumstances, we either know where to look or rely on word of mouth recommendations. However, if you are the attorney trying to reach people, this book helps you perform marketing in a strategic way so those potential customers will know where to look! A subject not often thought about in the legal world, but one that's important - how to market effectively. It can be done, and this book shows you how. Highly recommended!

#strategiclegalmarketing

This book is a how to roadmap for lawyers on how to grow their firm successfully. The author reveals the blueprint for law firm marketing in order to to grow a business.

Systematic Marketing highlights the need to implement systems to grow your law firm. Ken has done a wonderful job detailing the specifics and leaving out the fluff. Highly recommend this book to any attorney who wants to grow their law firm.

[Download to continue reading...](#)

Systematic Marketing: How To Grow Your Firm Without Losing Your Mind  
The New Colors of Law Firm Marketing: A Law Firm Marketing Coloring Book  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing  
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)  
Buddha's Diet: The Ancient Art of Losing Weight Without Losing Your Mind  
Law Firm Marketing: Successfully Promoting and Building Your Small Firm or Solo Practice  
Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1)  
You're Not Losing Your MIND, You're Losing Your HORMONES!: This book explains the reason for the, over 115, symptoms that accompany the hormone decline ... Therapy, But No One's Telling You)  
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing  
Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies,

Email Marketing Tips & Tricks Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm How to Manage Your Home Without Losing Your Mind: Dealing with Your House's Dirty Little Secrets Master Your Mind: Achieve Greatness by Powering Your Subconscious Mind [mental power, mind control, thought control] (brain power, subconscious mind power, NLP, Neuro Linguistic Programming) The Tao of Show Business: How to Pursue Your Dream Without Losing Your Mind How to Live with Your Parents Without Losing Your Mind! Bergey's Manual of Systematic Bacteriology: Volume 3: The Firmicutes (Bergey's Manual of Systematic Bacteriology (Springer-Verlag)) Working with Difficult People, Second Revised Edition: Handling the Ten Types of Problem People Without Losing Your Mind

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)