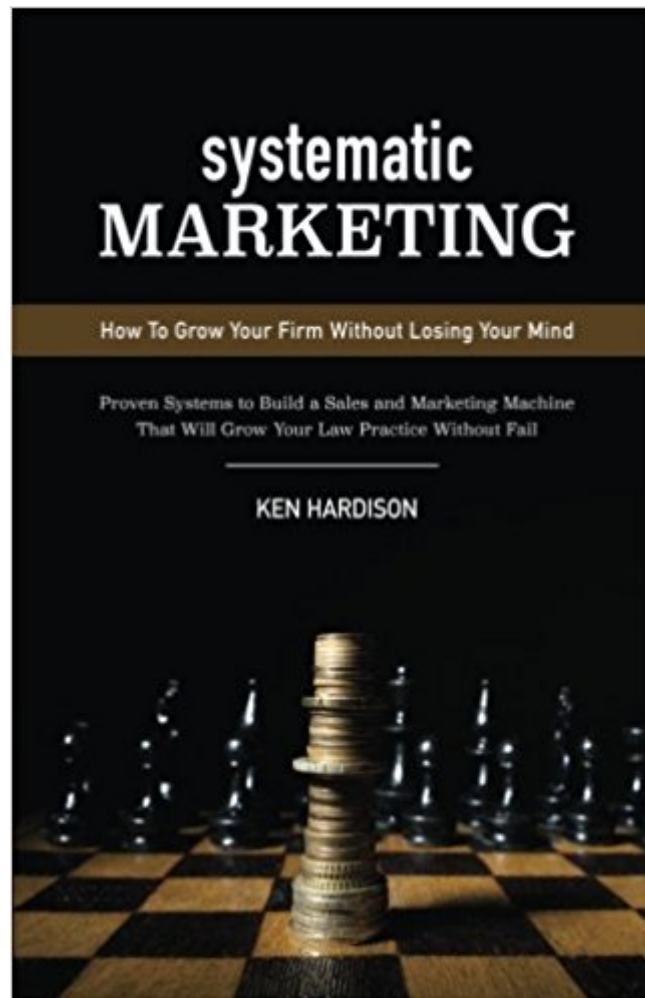




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# Systematic Marketing: How To Grow Your Firm Without Losing Your Mind



## 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

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## 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.

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