

If you could do one thing today to help your business, would you?

Then set up your Facebook business page for your business and send out an e-mail to your current and recent clients, ask them if they will like your Facebook page and give them the link.

The why is simple: more and more people are using the internet to find their attorney. Over two thirds of people today either ask their friends and family or look on the internet. So combine the two.

Every lawyer I have ever met or spoken to on the phone about digital marketing rails about how they get all their business from referrals. I used to say the same thing when solicitors called me and asked me to develop my internet presence. Sad thing is, they were right. Not about whether I should use their services necessarily, but they were right about having an internet presence.

Not only is your current client base your best source for referrals, but chances are they are already on the internet, probably using Facebook. When you use Facebook, you have the opportunity to exponentially reach more people than just your client base. When you 'friends' share your posts, you reach a wider audience.

Last year: Facebook rolled out its advanced search engine. **“Search FYI: Find What the World is Saying With Facebook Search October 22, 2015.** Welcome to Search FYI. With over 1.5 billion searches per day and over 2 trillion posts in our index, search is an important, long-term effort at Facebook. The team’s goal with Search FYI is to share our progress more frequently. When something happens in the world, people often turn to Facebook to see how their friends and family are reacting. Today, we’re updating Facebook Search so that in addition to friends and family, you can find out what the world is saying about topics that matter to you...”

If you don't want to do it yourself, then hire someone to do it. I am a cost effective solution to your problem and am here to help, at different price points. I can show you or a staff member what I do and then you can take it from there. OR, I can do it all myself (of course, that would cost you more) But, at least start the process and start your page, get your referral base working for you in the 21st Century.

John

See the articles below for the stats cited above:

Findlaw - Internet is Now the Most Popular Way to Find and Research a Lawyer, Says FindLaw Survey - **EAGAN, Minn., Apr. 17, 2014** – Consumers are mostly likely to turn to the Internet to find and research a lawyer before hiring them, compared with other methods, according to a new survey by FindLaw.com, the most popular legal information website.

Thirty-eight percent of people surveyed said they would use the Internet to help them find a lawyer. Twenty-nine percent said they would ask a friend or relative. Smaller percentages said they would contact the local bar association or use the Yellow Pages.

Fifteen percent of people surveyed said that they already have a relationship with a lawyer, and would not research other lawyers if they had a legal issue for which they needed representation.

The results are a significant change from a similar FindLaw survey conducted in 2005, reflecting the growth of the Internet and people's willingness to search online for professional services. In 2005, only seven percent of people said they would use the Internet to find a lawyer, finishing a distant fourth among the research options at the time.

	<u>2014</u>	<u>2005</u>
Internet	38%	7%
Consult local bar association	10%	13%
Ask a friend or relative	29%	65%
Yellow pages	4%	10%

"The Internet provides a faster, easier and more thorough method to find an attorney, compared with the alternatives," said Stephen Noel, vice president, strategic development and audience, Thomson Reuters. "Friends or relatives may only know a limited number of attorneys, and those attorneys may not specialize in the areas of law where help is needed. Free online resources, such as the FindLaw Lawyer Directory, can quickly identify lawyers in your area.

The FindLaw survey was conducted using a demographically balanced survey of 1000 American adults and has a margin of error of plus-or-minus 3 percent.

People looking for a lawyer are turning to the Internet first, survey finds

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Once upon a time, the first thing that an overwhelming majority of people in need of legal representation would do is turn to relatives or friends for personal referrals. Some would consult the Yellow Pages or the local bar association, while only a small handful would use the Internet before any of the other aforementioned options.

According to a recent survey conducted by FindLaw.com and Thomson Reuters, those numbers have completely flipped around over the last decade. While the Internet was once the least popular option, according to results published last week, using the Web first is now the most popular choice among respondents. FindLaw and Thomson Reuters found that 38 percent of the

1,000 respondents said that they would use the Internet first. That was considerably higher than the other available options: 29 percent of respondents would ask a friend or relative first, 10 percent would go straight to the local bar association; and 4 percent would rely on the Yellow Pages.

The survey was a follow-up to one conducted in 2005 finding that using the Internet first was the least popular choice among respondents. In that survey, only 7 percent said they would use the Internet first, compared to 65 percent who would ask a family member or friend for a referral. In the 2005 survey, the Yellow Pages did better than the Internet, with 10 percent of respondents said they would let their fingers do the walking before they double-clicked a mouse.

“The Internet provides a faster, easier, and more thorough method to find an attorney, compared with the alternatives,” said Stephen Noel, vice president of strategic development and audience at Thomson Reuters, in a statement. “Friends or relatives may only know a limited number of attorneys, and those attorneys may not specialize in the areas of law where help is needed.”

Lawyernomics by Avvo - How do people find and hire attorneys? April 30, 2013

Google survey conducted by Moses & Rooth, survey participants were first asked: when you need to find a specialty lawyer how would you start your search?

Here's how they answered: “When you need to find a specialty lawyer how would you start your search? Answer: 1. Ask a friend: 34.6 percent; 2. Search at Google, Bing or yahoo: 21.9 percent.