



Flawless Classified Ads

Fifteen years ago, an attorney wouldn't dream of not having classified and Yellow Pages (phone book) advertisements in their area. These were cheap, easy ways to help clients find your business. Are you leveraging the 21st Century version of these advertisements today?

Over 300 million Americans visit Craigslist.org websites each month, and it remains the nation's largest classifieds listings site. **Facebook Marketplace grew over 156%** in 2020. Maintaining a current listing in your area can get you easy, inexpensive, organic leads. Use the example copy below to create a new ad every few days, and follow these best practices to maximize your opportunity to organically generate clients:

- **Include images** – A picture is worth a thousand words to your potential clients! Include a picture of your law office, yourself, and leverage our social media content.
- **Link to your website** – If you have a self-scheduler like Calendly, let clients schedule their consultation. And don't forget to include your firm's phone number in the "reply to" field!
- **Re-post to stay on the first page of results** – Everyone's area is a little different, but creating a new ad every two or three days should ensure that your firm stays on the front page.
- **Delete old ads** – Moderators don't like it when people "flood the zone" with their ads; make sure your removing old posts to stay on the right side of the site.

Replace the information in the *[brackets]* with the particulars for your practice.

Zero-Down, Flat-Fee **[Immigration]** Attorney Can Help You!

What's the difference between **[Firm Name]** and everyone else? You don't pay high up-front fees to get the legal services you need, including:

- **[Service 1]**
- **[Service 2]**
- **[Service 3]**

[Firm name] is ready to help you now. We can file your case today for as little as \$0-Down. Don't wait another minute to hire a qualified attorney!

Visit our website at **[www.website.com]** now to find out more and schedule your free initial consultation. We've helped hundreds of people just like you.

Don't Wait! File Your **[Immigration]** Case Now for \$0-Down!

[Firm name] is ready to help you get the legal services you need. Don't wait another minute to hire a qualified attorney! We can file your case today for as little as \$0-Down and you can get quality legal advice, including:

- **[Service 1]**
- **[Service 2]**
- **[Service 3]**

Visit our website at **[www.website.com]** now to find out more and schedule your free initial consultation. We've helped hundreds of people just like you.

[Springfield]'s Only Zero-Down [Immigration] Law Firm

If you're looking for a qualified [Immigration] attorney, [Firm name] is ready to help you. Many firms won't start your case until you pay 100% of a high up-front fee. We can file your case today for as little as \$0-Down, and you'll get the legal services you need, including:

- [Service 1]
- [Service 2]
- [Service 3]

Don't wait another minute to hire a qualified attorney!

Visit our website at www.website.com now to find out more and schedule your free initial consultation. We've helped hundreds of people just like you.

The Only True Zero-Down [Immigration] Law Firm in [Springfield]

Don't stand for high up-front fees to get the legal services you need, including:

- [Service 1]
- [Service 2]
- [Service 3]

[Firm name] is ready to help you now. We can file your case today for as little as \$0-Down. Don't wait another minute to hire a qualified attorney!

Visit our website at www.website.com now to find out more and schedule your free initial consultation. We've helped hundreds of people just like you.

Zero-Down Filing for [Immigration] Cases – Schedule Your Free Consultation Today

Don't wait another minute to hire a qualified attorney! We can file your case today for as little as \$0-Down. [Firm name] is ready to help you get the legal services you need, including:

- [Service 1]
- [Service 2]
- [Service 3]

We've served hundreds of clients in the area – visit our website at www.website.com now to find out more and schedule your free initial consultation.

**For more essential practice-building tools and resources,
visit www.freshstartfunding.com!**

