

## AboutTheBook

*The Canadian Lawyer's Guide to Advanced Internet Marketing* discusses basic marketing principles and how to apply them when marketing a legal practice on the Internet. This is more than simply a book on how to identify your target market, develop an Internet marketing strategy and use the Internet to effectively communicate your message. Issues such as Internet etiquette and ethics are also discussed in this practical reference source.

## AboutTheAuthor

**Henry J. Chang** is a partner at the law firm of Chang & Boos in Toronto (formerly Siskind, Susser, Haas & Chang), a member of the Law Society of Upper Canada, and a member of the State Bar of California. Mr. Chang has been a frequent speaker on the subject of Internet marketing, from the Canadian lawyer's perspective, and has written numerous articles in this field. He has used the Internet in his law practice since 1995. The web site of Chang & Boos was designed by Mr. Chang and continues to be one of the most popular and profitable law firm sites in Canada. In addition, he is the Canadian Chair of the American Immigration Lawyers Association.

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# The Canadian Lawyer's Guide to Advanced Internet Marketing

by Henry J. Chang

## Benefiting from the Book

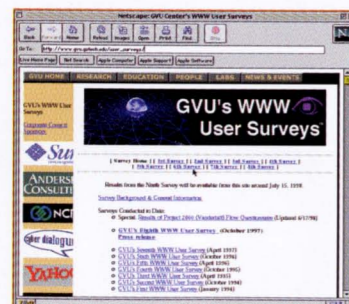
Members of the legal profession are increasingly using the Internet. *The Canadian Lawyer's Guide to Advanced Internet Marketing* is an easy-to-comprehend reference that explains the advantages of effectively marketing your firm's services online. Putting the principles contained in this book into practice can give you a marked competitive edge in attracting new clientele.



*The Canadian Lawyer's Guide to Advanced Internet Marketing* discusses hard marketing issues such as:

- identifying your target market
- positioning your firm
- developing a marketing strategy
- using websites, news groups and e-mail in internet marketing
- measuring effectiveness
- ethical issues

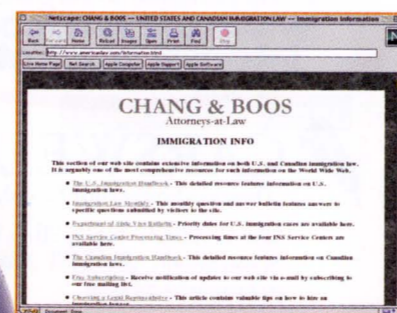
The fastest way to success is through this valuable resource. It's one sure way to maximize the effectiveness of your Internet marketing efforts. This dynamic marketing medium can save you time and money, while augmenting profits.



## Establishing Your Presence on the Internet

For many lawyers, maintaining an Internet presence is becoming less of a choice and more of a necessity. *The Canadian Lawyer's Guide to Advanced Internet Marketing* will help you seize your share of the Internet's untapped market. Everything you need to know — from obtaining Internet access, registering domain names, and selecting web site content, to ethical issues, Internet etiquette, and employing various Internet tools — is covered in this straightforward guide.

Timing is everything. You can achieve sustained success on the Internet by developing an effective marketing plan, establishing an early online presence, and adapting quickly to future changes.



## Gain the Advantage

By correctly marketing your practice on the Internet, you will gain a definite advantage over your competitors. *The Canadian Lawyer's Guide to Advanced Internet Marketing* reveals a diverse range of techniques and options to help you maintain that advantage. This book acts as a knowledgeable guide to help you navigate through today's fluid marketing environment. It discusses the importance of modifying your strategy when necessary and adopting new technologies in order to succeed.

*The Canadian Lawyer's Guide to Advanced Internet Marketing* is an invaluable resource for lawyers practising in an increasingly time-sensitive, competitive market. Order your copy today and profit from the power of the Internet.



"Canadian Lawyers can achieve sustained success on the Internet by developing an affective marketing plan, establishing an appropriate online presence early, and adapting quickly to future changes."

- Henry J. Chang

