

# NEW SOLO MAXIMIZES LEADS, MINIMIZES COSTS

## CASE STUDY: THE LAW OFFICES OF RYAN F. BEACH PLLC

*“When you are a new attorney, the first several months are the most challenging. By diversifying your marketing and being proactive and persistent in following up with leads, you will inevitably see your business pick up.”*

### THE PROBLEM

When Ryan Beach first went out on his own, he didn't have much money to invest in advertising, so he turned to lower-cost options like Craigslist and direct mail, along with a very limited search engine marketing (SEM) campaign through Google AdWords. He also created blog posts and content posted to his website to draw in visitors. While this strategy fit his limited budget, he eventually hit a point where he became very frustrated — the business he needed just wasn't rolling in.

### THE SOLUTION

After several months struggling to get more leads, he reached out to a fellow attorney, who recommended he try [Martindale-Nolo's lead generation service](#). He gave it a shot and quickly began receiving 15 to 20 leads per month. And because he had plenty of time on his hands, he was in a good position to jump on those leads and call them right away.

He quickly learned that the attorney who reaches out to a lead first is the one who earns that person's business. He would immediately call the leads, and if he couldn't get a hold of them, he would send follow-up emails, often with attractive offers like a free consultation.

He took this approach because, as a bankruptcy attorney, he knew that potential clients might be hesitant to seek legal services. They are often not completely sold on the idea that bankruptcy is the right path for them. So, he included in his follow-up messages some easy-to-digest information on bankruptcy in an effort to remove some of the barriers keeping them from moving forward. He also included reviews from previous clients to affirm the value of his services.

### THE RESULTS

The combination of well-targeted leads he was receiving through Martindale-Nolo and his persistent follow-ups soon led to a drastic uptick in new business for his firm. In fact, of the 15-20 more leads that he generated in the first month, he retained 20-25% of them as clients. That's four new clients per month. Ryan continues to use this service with consistent results, and works directly with his Martindale-Nolo representative to adjust his campaign to match any budget and staff constraints. He also enjoys Martindale-Nolo's value-added services: contributing articles to achieve greater exposure and the easy-to-navigate online dashboard, which lets him manage his leads and campaigns.



### ABOUT RYAN BEACH

Experienced bankruptcy attorney, who started his firm in Grand Rapids, MI, in 2015.

[www.ryanbeachlaw.com](http://www.ryanbeachlaw.com)  
[View Nolo Profile](#)

### THE PROBLEM

Frustrated with results from current advertising — needed more leads quickly and cost-effectively.

### THE SOLUTION

- The [Martindale-Nolo Lead Generation service](#).
- Targeted leads for bankruptcy within Grand Rapids, MI.
- Set budget to amount he could afford, while generating the number of leads he needed to retain his target client base.
- Follow up immediately and offer free consultation.

### THE RESULTS

- Steady flow of 15-20 more leads per month.
- 20-25% retention rate.
- 4 more clients per month.
- No long-term contract.

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**About Martindale-Nolo:** *“I love my rep, the service and results. Every month, I receive a steady flow of 20 leads and retain clients from 20-25% of those leads. That's at least 4 new clients per month!”*