

Fast-Track Your Practice in Just 60 Days

What's important to you?

At The X Institute, we like to think we have a pretty good idea: attracting high-caliber clients, cultivating healthy relationships with existing ones, and increasing your profitability and productivity. What many busy firms don't realize is that embracing technology and learning a few key strategies for Internet marketing can help achieve those goals—more quickly and inexpensively than you might think.

Why should you care about technology?

There's no doubt about it: the legal industry has entered the Internet age. Years ago, larger practices with bigger budgets had a marked advantage over smaller firms when it came to marketing capabilities. Today, the incredible power of the web has leveled the playing field, allowing even solo or small law practices to reach a staggering amount of potential clients. Developing an effective, well-designed web site and using proven strategies to drive traffic to it are key to ensuring continued success.

That's where we come in.

In eight short weeks—just 60 days—the X Program shows you how to leverage the Internet as an effective selling tool, generating more profit with less investment. Designed specifically for practices of your size, our interactive program will show you how to dramatically transform your online presence to increase your bottom line.

What will you learn?

During the course of this program, our experienced, nationally recognized instructors will show you how to:

- Design and develop a user-friendly, profit-generating website
- Create an effective marketing message with a strong "hook"
- Formulate a long-term marketing plan
- Develop a million-dollar mailing list to generate maximum revenue
- Use online search optimization strategies to drive qualified traffic to your practice's website

What's next?

If you'd like more information about how the X program can help you maximize the power of technology and the Internet to take your practice to the next level, we'd love to talk with you. To schedule a complimentary call, please call X-XXX-XXXX or email us at x@clientname.com.