


# Lotus Press Launches Book On Online Marketing Secrets For Attorneys

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Lotus Press is proud to announce their release of the book, 'Online Marketing Secrets for Attorneys: The 7 Must Know Strategies for Growing Your Practice,' by Dr. Marjukka Miinala. The book has been long awaited by the legal industry, and initial reactions from readers have been positive. It is available through the website http://drmiinalamarketing.com/book-store/.

A representative from Lotus Press says: "Dr. Marjukka Miinala, DBA, is incredibly experienced in internet marketing, and this is the experience she built on in order to write this book. She developed a number of strategies that are particularly suitable for legal firms, who have very specific marketing need. Her goal is to teach them how to achieve total market domination, ensuring that their firm becomes the go to source in their field. The book is an absolute must have for any law firm that has a website."

Dr. Miinala markets herself as a coach, as can be seen on her Facebook page at https://www.facebook.com/Dr-Miinala-Marketing-1501924106775770/. She addresses numerous issues

pertinent to internet marketing, focusing on a range of different industries. Her aim is to deliver information that helps people achieve online success, teaching them how to attract visitors and convert them into customers.

In this latest book, her focus is particularly on the legal industry, which has very specific marketing needs. Law offices attract people who are experiencing complex issues that affect every aspect of their life. They want to find a law firm that can resolve their problems in an appropriate way. As such, when they search for legal firms online, they need to feel that they have come across a trustworthy agency. "What Dr. Miinala teaches legal experts is how to place themselves in that position where online visitors immediately feel they are in the right place," adds the Lotus Press representative. "She achieves this with specific techniques that have been proven to be highly effective."

As can be seen on Dr. Miinala's LinkedIn page, https://www.linkedin.com/company/dr--miinala-marketing, she is uniquely qualified to address these particular needs. She encourages everyone to read some of the articles she has placed there for further information.
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Email: lotuspressguru.com