

[00:00] Welcome to Small Business Marketing, Then and Now. A conversation with small business owners on how they marketed the launch of their business, the evolution since then and how they have pivoted during this COVID-19 period.

[00:23] Brought to you by Profit Master Business Solutions. More leads, more sales, and more revenue for your small or medium-sized business. Click find [newrevenue.com](http://newrevenue.com) to learn more. Now here's your host, Howard Walpoff.

[00:42] Welcome back to Small Business Marketing Then and Now. I'm Howard Walpoff, your host. Again, this is brought to you by Profit Master Business Solutions. And today we're going to talk about the law and what it takes to market a law firm. Now, every business has their starts and there are different ways that they need to look at how to market themselves.

[01:03] But the law industry is really intriguing to me because in my market that I live in, and I'm sure in the market that you're living in, you'll flip on the TV and you'll find a couple of law firms who are just plastered on TV ads.

[01:19] You see them on billboards, you hear them on the radio, you see them online, and it really makes it a challenge for everyone else in the industry to make their mark, to be found online, to really make an advertising presence.

[01:36] And that's a challenge because all these law firms need clients, need business, need to keep that flow going. And I love having conversations with attorneys and asking different questions about that because I find it so intriguing. It is amazing how much certain law firms will spend on marketing to knock everyone else out of the marketplace.

[01:58] And they get it and then some in return. But it's those that are really succeeding that aren't the big ones that I really get excited about learning their journey and sharing that journey because they really are fighters and they really are out there trying to really give help to those who need help.

[02:18] And today I have someone who really has had a really fantastic journey in his market, which is Orlando, Florida. His name is Carlos Ivanova from the Ivanova Law Firm. And Carlos, welcome to our conversation today. How are you, Howard? Thank you for having me. I'm really appreciative that you're here.

[02:35] I'm very excited to really have this conversation because this always intrigues me. I'm amazed with just seeing how many commercials from two or three, maybe four law firms come out. And then, at least in my market in Jacksonville, Florida, there's two in particular who carved out their own little

niche of business.

[02:56] and they really found a way to step out different than everyone else. And then there's everybody else. And I feel for them at times because you deserve to be able to be found and be able to be heard and find clients and have clients really take advantage of your expertise.

[03:14] So I guess my first question is how challenging is it to be heard in a very loud marketplace with some very big firms that spend a lot of money on their advertising. It's a super challenge that nowadays can be insurmountable.

[03:35] I'm old enough to tell you that I started off marketing with Yellow Pages. So you can see where, I hope it doesn't tell how old I am, but my first marketing was with the Yellow Pages, and that's how you used to find attorneys. You might remember that. I don't know, Howard, you might be maybe a little young, But there was a point where people would bring out the yellow pages, open the section of the attorney yellow pages and look through the attorney yellow pages to try to find an attorney.

[04:00] And since then, we've become a market that is saturated. Then it became TV. Then it became obviously now we have Internet. We have social media. There's so many ways to really brand and market yourself nowadays that I think having a law firm and being an attorney is one thing.

[04:17] But then also you're wearing two hats. You're really like a business owner trying to, like you said, get that little diamond in the rough that maybe no one sees. There's such a tiny diamond in such a saturated diamond field that you can't find the person that you want or the person that you thought would be the best on your case.

[04:34] And it's a very difficult endeavor. But thank God I've been able to kind of figure little things out and kind of find out a little niche for myself here in Orlando. Which is good because Orlando definitely is a big market for these attorneys that are spending a lot of money.

[04:51] There's a lot of billboards with a lot of the same messaging over and over again as you're driving through I-4. Anyone that's familiar? And I guess visit Orlando to drive to Disney or Universal at the very least. You've seen these billboards and you know who the players are in the marketplace.

[05:08] But yes, I actually have worked in the Yellow Pages industry. So I do understand getting your name in and the hierarchy of who's found first and the seniority that goes along with that. It's a bigger ad in the yellow page.

Remember, there used to be a full page ad or half page. And the double trucks, if anyone understands what that means.

[05:27] It was a great way to get your message out there because people were looking at the yellow pages. But they, for the most part, don't exist anymore. If they do, it's a demo that's much older that's looking at it, and it may not be anyone's real target audience at this point.

[05:46] It was just so easy to be an attorney back then. Life was so easy. Just put your money in the yellow pages and sit in your office, and you're going to be able to practice law. You don't have to worry about everything we have to worry about now. Yeah, it's gotten a lot harder to market a business these days, and you have to be a lot more strategic in what you're doing.

[06:04] But let's go back because you brought back looking where you started. So what was the reason that you became an attorney? And when did you start your own firm? I initially wanted to be a police officer.

[06:20] I've always been into those crime shows, you know, Dateline, 48 Hours, 20/20. Always fascinated me. So what I really wanted to do was kind of be like a detective and maybe work homicide cases. So I started going to Valencia Community College.

[06:36] I ended up getting my associates in arts. And when I did, I thought that I would then bounce right into the police academy. But when I applied, they tell me, well, Carlos, unfortunately, we only accept U.S. citizens. At that point, I was not a U.S. citizen yet. It was back like 2000, probably, 1999.

[06:56] So I was a legal permanent resident. So we had to kind of go through the process of becoming a U.S. citizen. So instead of kind of just sitting back and waiting, I said, you know what? I kind of like the law. Johnny Cochran was in OJ, you know, trial was kind of, you know, hitting the airways and they wanted to be like them.

[07:12] So I decided to kind of start doing my trajectory towards getting my bachelor's and then going on to law school. And by the time I was reading a law school, I became a U.S. citizen. And then I noticed that lawyers might make a little bit more money than police officers. So that became another kind of incentive to say, oh, look, I think the law might be the way to go. Luckily, I was able to graduate law school, became a prosecutor, also then became a public defender. And then I worked for the attorney general as an

assistant attorney general in criminal appeals. Did about maybe 10 years with the government because public defender is a government employee. So is

state attorney or the attorney general's office. And then after that, I think every attorney's dream is to hang a shingle and say, you know what, I'm going to hang and let's see how it goes. I was able to cash out my retirement, which I had like \$5,000 from my state retirement fund for 10 years. And so I used those \$5,000 to establish my law firm back in 2011. I love hearing the journey story of why people start their business, but yours is really something because you had a passion, but there was a little roadblock, but you found different ways to, again, what you want to do is help people in the bottom line.

[08:28] So you found a much more hands-on way to help people and really help people who are having the biggest challenges of their lives to make things better and try to make them whole again. So it's what kind of conversations are you having with your clients, like these first meetings?

[08:48] What are those like? Well, you know, like you said, I always talk to my clients. I come in there and I'm the kind of person that's friendly, so I think I warm up with my clients and a lot of times they end up liking me as a person because it's not just being an attorney it also being a human and being a person and showing that side of you I think sometimes unfortunately in the law there a lot of attorneys who are more robotic and they lose their feelings of humanness or sensitivity I haven't.

[09:17] Luckily, I haven't. I still wear my emotions on a sleeve. So, you know, I always tell my clients, you come to me on your worst day. You know, you're coming to me when your family member is getting deported. You don't know what to do because you want to get divorced. You've been arrested and now you have a criminal case.

[09:34] What's going to happen to my job? What's going to happen to my life, my family? It's always something that's, you know, a disaster. And so you have to be able to listen to them and, you know, also be a counselor because we're counselors at law. We listen to them. We give them guidance.

[09:50] Luckily, to my training as an attorney for those 10 years that I worked for the government, which to me was invaluable. I don't know how anyone would go into the practice of law, hanging up a business and saying, oh, I'm going to be great. not necessarily because of the way to make money, marketing or anything like that, but more learning how to deal with people, how to talk to human beings, how to get them to relate with you and side with you and feel that you're working for them.

[10:15] That, to me, is something that you learn through government service. As a public defender, we're dealing with people that don't have the money to

hire their own attorney, or as a prosecutor dealing with the victims of cases that are telling you the horrible things that happened to them, And now here you are trying to make things right for them and trying to give them the best of you to make their day in court or whatever.

[10:35] You know, and to me, it's always that conversation with clients. I'm not the person that ever judges a client. For example, I had another client call me this morning and said, Carlos, you won't believe I got arrested again for another petty theft. You know, my second one, you know, and the person I referred him to me is a prosecutor.

[10:53] So a prosecutor was like, Carlos, I'm embarrassed. He's my uncle, but please help him. You know, and you get those calls, but I'm not the kind of person that's ever going to judge someone. You know, I think sometimes people make a mistake in a matter of seconds. It could be something that you're thinking in the heat of passion.

[11:11] Those 20 seconds of your life changes your entire rest of your life, you know. And unfortunately, the training that I've gotten, and a lot of people don't like criminal defense attorneys, don't think that maybe, you know, that we work for Satan or, you know, something like that. But, you know, what we respect about the United States is that we have the best system of laws in the world.

[11:30] No one else the system that we have where you will get a fair trial with a member of your peers and they will listen to you and they will give you a date in court. And you have a way to actually make a difference in someone's life and give them that second opportunity that maybe they didn't have because they were going to get deported.

[11:46] They're getting divorced after 20 years and they're going to pay all this money for alimony and child support. or the wife has no nothing and she's getting kicked out of the house and now I'm being left with nothing or they're getting arrested and losing everything. You know, to me, it makes a big difference that I can help those kind of people. Well, it really is a people industry if you're doing it the right way. And it sounds like you really are doing it the right way and have been throughout your career. It's reassuring to those that are hiring you that you are in it for them.

[12:17] You're looking out for their best interests and whatever path that takes, you're going to be fighting for them, which is very important when they're at really a very vulnerable state and really at their worst moments. So

when you started, and this is a while back, how were you finding those

clients?

[12:38] Where did your first clients come from and how successful were you with driving business at the beginning? At the beginning, I was working at the public defender's office. I went back for a second round to do more trial work. And so I finally said, you know what? I have \$5,000 that I can use toward my business.

[12:56] I put it all in towards the business. And basically what I did, I stole some public defender clients. I told them, hey, I'm your attorney as a public defender. I'm opening my own office. I know you like that I was doing a good job on your case. I can charge you so much. Why don't you come with me and we can work the case?

[13:15] So initially, that's how I got my first five clients, just kind of putting the word out to different clients. Those clients would eventually refer me to different clients. And then he eventually just kind of connected with different business people. You know, he sold insurance, I think, health insurance or car insurance.

[13:31] That person learned I was an attorney. He would refer cases to me, going to networking events, meeting people, talking to people. And God's been good to me. where at first it was just word of mouth. And then the next thing I did after maybe six months in practice, I had a little money to run some TV commercials.

[13:51] And so what I decided to do was try to kind of brand my service and brand my name. And so I paid, I think, Spectrum, like, I don't know, \$3,000, and they would run my TV commercials, you know, at 2 in the morning when no one's watching TV. And I was hoping that that way I would kind of make an impact and, you know, get some clients that way.

[14:09] Like, honestly, I think the TV commercial was more of a branding item that I did that really didn't result in them any kind saying, oh, I saw you on Spectrum TV and I remember you and I wanted to hire your service. But it was a way to get your name out there. So word of mouth and then the TV commercial was kind of the first tools that I used to try to market myself as an attorney.

[14:30] yeah word of mouth especially at the beginning really is the biggest tool for a lot of businesses but especially going back to the really top heavy world of attorneys and advertising in different markets you really have to start to develop that network and work your contacts to have people referring

you on a regular basis because otherwise the first thing they're going to do is think of one of the big names and just call them and they may not get that same touch, the same focus that you have with a bigger firm like that. Exactly. So as you've gone through your career, your office has been open for give or take 15 years or so, what has been the most successful means of advertising that you have done?

[15:23] I'll be honest, I was kind of skeptical and didn't think that it worked, but kind of going on these legal directories where they put you as one of the top attorneys. Because these legal directories offer you a placement on the first page of Google. Let's be honest, that's as an attorney, that's kind of where you're going to make your money.

[15:41] If you're able to get to the first page of Google, every attorney in any practice area competing to get there. And Google has their own analytics and own ways of kind of ranking you and, you know, SEO, search engine optimization. How do you become ranked and who puts you up there?

[15:57] And there's companies making a killing, especially going after attorneys and, you know, offer thousands of dollars a month to kind of put you on the first page of Google. But no one can guarantee that because Google has their own analytics on how they do it. But what I found was kind of working with different legal directories and trying to get placed into the top five of those legal directories kind of put me on the first page of Google.

[16:20] And to me, that's been so far the best marketing technique that I've used, but as well as trying to kind of triangulate, you know, a little bit of social media, putting videos on my website, you know, having your YouTube channel. It doesn't have that many traction, but I had billboards at one time, but that kind of creates like a triangulation of marketing. And you try to have people remember your name, then they see maybe go to your website, they look at your videos, they come to a consultation. And that's where I think that we try to sell them. They have an attorney that's going to meet with them, an attorney that's going to talk to them. You know, I'm that kind of a person. I don't pass them off to a paralegal and have someone else deal with them. They're always excited when, oh, I saw your billboard. Oh, that's you. Yeah. Oh, I didn't think you were going to see me because they don't think that that person on the billboard is going to be a person that's going to sit down and talk to them. Especially my client base because, you know, a lot of them are, you know, new in this country, immigrants, and sometimes they, oh, well, you know, they feel special. Yeah, you become somewhat of a celebrity when your face is on a billboard and that really can make those situations very unique to people who, again, when you think about law firms and it's not that you're not

going to get the name guy you're going to get somebody and when they're actually getting the name person but the name that they looked up it really does make them feel special when it comes to how what kind of support they're going to get on their case right so with those decisions it's it's it's hard to find the right mix of marketing and And getting that marketing mix down is important because as you said it being seen in different places getting those impressions where people are making decisions whether they are needing an attorney right now or all of a sudden now something happens But this is the attorney who been in my head because I seen them in different places Those websites that have those directories really have found ways to be embedded onto that first page because, look, let's be honest. Most people don't understand the strategies of being on the first page. Most people don't understand who was on there or why. They don't understand that an ad is very different than the organic search or the map.

[18:42] But finding that loophole, finding a way to get onto that page through those directories really can be a great asset to a smaller attorney who's really needed to make their name out there. Definitely. And I haven't played with Google AdWords. It just scares me that you're going to pay for someone to click on your ad. You know, I don't know how much they charge, but I think it's pretty high.

[19:02] Just someone clicks on your website, you could be a competitor, 10 clicks. So I haven't played with Google AdWords. That's the only one maybe I haven't done. Yeah, Google AdWords is a very slippery slope when it comes to attorneys because first and foremost, they know that they can charge an arm and a leg and then some for the keywords for attorneys.

[19:23] Because there are the big boys that will pay it and the wannabe big boys that will figure out how to pay it because they got to get up there. And they're just – they're insane, the pricing for it. And while it does get you up and you are on that front page with people not understanding whether it's an ad or organic, you don't know where the clicks are coming from.

[19:48] And in general, although obviously it's trackable, you see where the clicks go. But there's a fear that there are people just clicking for the sake of clicking and not driving to your site, which is what you need them to be doing. Right. So what type of directories have you contracted with and what type of successes have you had with them?

[20:09] mostly we use Thompson Router who has a fine law and abogados.com which is attorneys.com in Spanish I've done AVO they were kind of good for a little bit but AVO ended up falling out of the first page for some reason I don't know exactly what happened I think some new company

took over and there went AVO it's not as good as it used to be now they're really cheap because they were up a little bit but now they got like \$300 per month for like a sponsor listing.

[20:40] But the ones that really resulted in us have been able to see a lot of clients has been Thompson router. And I was kind of hesitant because those legal directories are a little bit pricey. I mean, you're not paying what you probably paid to be on the first page of Google, but I still spend about five to \$8,000 a month, sometimes more just in marketing, you know, and right now it's more of those legal directories that I kind of, kind of been doing lately.

[21:04] I had some billboards over the summer, but I pulled them. So now it's kind of just the legal directories. And they've been very well. They result in a lot of hits. Because again, when someone says, I need a criminal defense attorney in Orlando, you're going to come up within the top five.

[21:20] Obviously, those top five listings pay a lot more than anyone else. But a lot of clients will look at those top five listings, click from there to your website. They see you have a good website, maybe look at some videos. And then they call to make a consultation. and then obviously it's just you trying to sell your service to that client that came to see you so what goes into a decision to uh contract to put up billboards and to to pull them after a certain point of time well billboards again you know i try to track my marketing so i have uh whenever clients come in i ask them how did they find us some of them don't remember don't know honestly sure most of them were there um but a lot of them i would ask them you see a billboard no oh did you ever see no i think i saw it on google or some place on the internet you know um and then i would kind of know okay if it's an internet it's not going to be the billboard um but then the branding because a lot of people would later come and say oh i remember you were up on obt and colonial and i saw a billboard oh okay yeah that's that was your law firm i remember your name okay i had another one in front of i think the honda dealership here in orlando for a little bit and a lot of people there would remember because all your bill was right above my place of work and I remember driving up and down. I was able to see you. So I would do like billboards usually for six months in period of time. And then after six months, I would kind of divest into something else. And that's right now it's where I am with marketing with these legal directories.

[22:46] But eventually it's not to say that I might go back and spend a few thousand dollars back on billboards again. But billboards are kind of becoming a thing of the past. I don't know. So more is like branding now, right? They want to see your name. It's good for high client of the high number of cases.

[23:03] So, for example, personal injury, which I do limited on, but I don't do like the Morgans or I'm not a personal injury law firm. They hope that a lot of people are driving and remembering the name, but a lot of them don't even have the number anymore. They just have like the name, maybe the website, you know, and that's how you're supposed to remember it.

[23:20] So it's not necessarily a driver of clients. It's more like the branding of the law firm and people are going to remember who you are and then it gives you a little more credibility as an attorney. It's a very valid point because, yeah, it's the repetition. And that's really the key. Seeing it on the billboards you're driving that people are absorbing it because they've seen you and heard you in other places.

[23:42] And that's really the challenge of sometimes when you have someone come in and you ask them, how did you hear about us? they may be multiple places that they heard about you, or they may not want to say why they heard about you, and they'll give you different answers. So at times it makes it challenging for the company and for those that are dealing with the marketing to know where to do the spends or how to score their testing that they're doing because you're not getting those direct answers of exactly where people saw you at.

[24:11] Exactly. And it might be because I deal with those clients that have those serious problems, and they're not thinking about, where did I see this attorney? It's more like, can you help me with my problem? That's true. Their minds are very different places other than your marketing specifics at that point. And I wish, like you said, I would like to know where's my marketing dollar, where are we making money.

[24:31] But like I said, those legal directories, I was very skeptical because from day one they've been trying to sell me on those legal directories. Eventually I put some money in there, and it was through COVID. I remember kind of getting in bed with these legal directories like December or January. COVID started like February or March, right?

[24:48] So I remember two months being into these legal directories. Back then it was like \$5,000. I thought \$5,000 was a fortune. I was spending a month. I remember calling my rep and saying, oh, my God, what am I going to do? I'm not going to get anything out of this. Look at COVID. I want to get out. I don't want to deal with this anymore. But people still kind of kept calling and kept coming to see us.

[25:07] We were all masked up. But I never stopped kind of operating

business. Even during COVID, I kind of still kept myself open. But those legal directories, I did see where my numbers went way up. And the only different thing I was doing was kind of those legal directories. Well, that was key. Again, you mentioned COVID.

[25:24] And I always want to know what kind of pivots people had done during that time. Because if you stayed in business, you had to make some adjustments. And some adjustments were great. Some of them didn't work at all. and you try to figure out where your place was during that time. But it sounds like those directories really kept you on the map because people were looking at things different.

[25:45] They weren't going out as much, so billboards weren't as big of a reason for someone doing something. They spent a lot more time online and clicked and did searches in deeper ways than they may have done before. And obviously, your being found within the directories was a real benefit to you.

[26:05] Yes, yes, and I think it really helped. I mean, I'm so happy that I ended up getting into the directories. Now, I'll be honest, some directories work better than others. I ended up trying because at one point I had two offices. I had an office in Orlando, and we opened an office in Miami. And I ended up paying top money for a director in Miami, but Miami hasn't resulted in anything.

[26:27] So here I am trying to get out of that because I was spending so much money just paying for the market in Miami. So, you know, it's hit and miss, but luckily in Orlando, it did help. Because I think what happened is a lot of immigrants ended up coming here. And their way, like you said, during COVID maybe was on a phone, attorney for immigration or deportation attorney or help for immigration.

[26:48] And then they would find us on those directories, click on my website, look at the videos, like what they saw, come see us. And then obviously at that point, we were able to sell them with the service. trying to break into a new market is always challenging and every market is different and obviously Miami is a much larger market in many ways than Orlando is or than Jacksonville is and obviously you pay accordingly for that but you also may not get the results because you're not fine a lot of the success that you had is based on your network and in addition to what they may have found online and then following through with your website So being able to go into different markets and develop a new network and nurture it and get it going is a little bit more challenging at times, especially you can't be in two places at

once.

[27:42] That was the issue too. So I did kind of say, you know what? I'm doing good in Orlando. Let's not mess up what we have going. Let's concentrate on Orlando again. So I still have an office there in Miami, but that's become secondary now. Yeah, a lot of it is just trying to do the right analysis of what makes sense and what's going to drive the revenue numbers at the end of the day.

[28:04] Right. So where do you see things going? Obviously, you've been open for a while and you've had a lot of success. What do you see as some of the next steps for your firm these days? I was kind of caught up in a crossroads where it was either become a bigger law firm with more people, more employees, more attorneys.

[28:24] And I've had some changes happen right before the new year, which kind of has led me now to say, you know what? I don't know if necessarily getting bigger is a good thing. So what I do want to do instead of getting more attorneys, more staff, at one point we had three attorneys, five paralegals.

[28:41] We've gone now down to two attorneys. My wife's about to become an attorney. She's taken to Florida Bar in February. She just graduated law school in December. So hopefully we'll be back to three attorneys, but kind of making it more of a small feel, maybe not so much volume of cases, more kind of focusing on specialty cases where you can offer good service for people that can pay for an attorney.

[29:03] You know, there was one point which we haven't spoken about, but as an attorney starting off and competing with other attorneys in what I consider a very competitive market area in Orlando, we do payment plans. And sometimes I used to start casering with \$500. And sometimes that was the only money I would get from a client.

[29:20] You know, oh, I'm going to pay you next week. I'm going to pay you this day. Their case would be over. And first thing they do is, I don't know who the attorney is, you know? Yes. So obviously that's going to be another change we're going to make where we might go up on our fees, asking for more money at the front end. Still maybe offering payment plans because I think a lot of people don't have \$10,000 or \$5,000 to pay up front.

[29:40] but kind of more focusing on not taking on the cases where they can't even pay \$500 or \$1,000 or \$1,500 or \$2,000. So there are going to be some of the changes that I think we're going to make. And definitely trying to keep

up with the new trends, which I think are going to be social media.

[29:57] I think a lot of people are now getting their legal advice from even social media, YouTube, Instagram, TikTok, Facebook. I think I'm going to have to make the dive into that and kind of make that the new adventure land and see how I figure it out.

[30:15] Well, I sense that whatever you're going to dive into, you're going to find a way to make it a success. Because that seems to be what your experience has been throughout the lifetime of your office. to really have found that right place at the right time situation within marketing and utilizing these directories and really building business from that, but also creating those relationships that bring you clients and those new relationships, again, bring on different relationships from there because you really are making a difference in these people's lives, showing them the success they need in their cases.

[30:57] And that only makes them want to talk about you and bring more people to help them with their situations as well. Definitely. And like you said, having that referral network is a huge advantage. I mean, I'm not the kind of person that's going to be friends with everyone. I'm not a social butterfly.

[31:14] I don't do good in rooms where I don't know anyone. I kind of get timid and want to go to the corner. That's kind of the person I am. I mean, I'll carry a conversation. I love to talk. I can present a case. I can argue. But when it comes to small talk, that's my kind of weakness, you know. But kind of when you build a network and you start meeting a friend and you show them respect, maybe you send workers' compensation cases or malpractice cases.

[31:40] Things you don't do, you send them to the attorneys. Those attorneys always reciprocate and send you cases back. You know, I have chiropractors that send me cases. I have paralegals that send me cases where they start doing the immigration paperwork. they get to a certain point where they think the client needs an attorney and they just send me right away they send what's up now that's a new thing where people are calling me on what's up and just hey i want to talk to your attorney hey can i can i contact you to what's up and that's big in the hispanic or latin community what's up is a big thing i don't think it's as big as it is here in the united states everyone in latin america uses what's up you know what's up i think is the you're doing all those calls for free right and so i have another phone i ended up getting two phones because it is just one whatsapp call but i'm not looking at it the whole time because it's difficult to do what you do as an attorney then you're also screening potential new clients when we have a case of 400 cases you know there's no way i can do everything you know but there's a lot of changes

howard i think it's very exciting i mean i think uh i'm probably more of the old school attorney getting to the new school i just don't know how these new school attorneys are going to be you know they're going to be completely different than what i was or other attorneys were it's going to be a crazy new field that people are going to get into now with the law and advertising what we can do what we can do and you know the florida bar kind of limits us as as we can with advertising so we have to deal with the florida bar we want anything done want to put up a billboard want to do a tv commercial something on the radio which i've done a lot of radio too. You have to get their permission before you can even go on.

[33:16] Yeah, the Florida Bar can be a challenge, but if you figure things out and it seems to me that you have a way to figure things out, you're able to move forward and get success out of it. But it just seems that there's a lot of success on your horizon, which is great because you've had a lot of success previously.

[33:38] It's just going to keep on building. So what is the best way for people to get in contact with you if they need your services? They have just advice as an attorney trying to figure out their way. But obviously in an Orlando area, if they know someone or they have a need for an attorney. They can either find me on my website, which is [www.ivnorlaw.com](http://www.ivnorlaw.com).

[34:03] or they can call me at 407-255-2065. And we're always here to take your call. If I'm available, I usually try to get on the phone and just talk to you for a few seconds or minutes. And then obviously we offer free consultations in all the practice areas that we do.

[34:21] Well, Carlos, this was fantastic. This is even better than I thought it was going to be because we really have touched on a lot of different things in this conversation, but you've touched on even more within your law career. and it sounds like you've really created a really nice setting in your firm and great successes for your clients.

[34:39] And I'm looking forward to seeing that continue for you. Thank you, Howard. And I really appreciate being on your show. It was a great conversation. I really enjoyed it. And thank you all for joining us as well. Finding the right attorney, someone you're comfortable with, someone that knows the law and is able to help you get the satisfaction that you're looking for based on whatever the situation is, is so important.

[35:01] is so vital is really it can change your life in so many different ways positively or if it doesn't go the right way negatively so you really want to find

someone you can trust and it's just there's something very trusting about carlos that is that's really uh it makes you feel comfortable immediately so i

hope you got that from this conversation i know that i i really did and uh and hope that that translates well for people who have a need in in the market and even more so just his journey of how he started and how he's created these relationships to grow a firm all this time. And I really, if you're not familiar with the Orlando market, one of the biggest law firms in the country is there and others who are spouting on these billboards, they have millions of dollars they've gotten for people. And so it can be really intimidating for an attorney to try to figure out how to develop business here. And Carlos has done it and then some. So I really hope you've got a lot from this conversation. I really know I did. And I want you to go out, have a great rest of today, and we'll see you next time. This has been Small Business Marketing, then and now. Brought to you by Profit Master Business Solutions, marketing strategy for the small business owner.