

**Jonathan Brewer
Evident Legal
Winning the business
of Generation Y**

Social Media is the new way to generate referrals

Lawyers provide a cost effective means to resolve legal issues

Only 13% of consumers agreed

Generous Online Companies

Law firms can afford to be generous online

- Scalable / low cost delivery
- Solves the user problem
- Removes the barrier of cost
- Challenges of preconceptions
- Builds the relationship

- 30 day free trial - NETFLIX
- Free cloud data storage / referrals got you more space - Dropbox
- Gives away razors to 15-18 yr olds - globally - Gillette
- Subscribe to their legal content - for free - Riverview Law