

Is Your Website Just a Swiss Army Knife or a True Marketing Tool?



The Swiss Army knife was a sought after "tool" when growing up. It had a knife, tweezers, bottle opener, and then fancier ones came with magnifying glasses and a phillips head screwdriver. The flaw was that each tool did a mediocre job at best, often resulting in the need to seek out a "real" tool.

When it comes to your website and marketing for trucking accident cases, law firms must use a real tool. But, while most lawyers handle multiple types of litigations, so having the website dedicated to

only trucking accidents leaves the firm in a "website conundrum." Below we'll cover the must-haves that will turn your Swiss Army knife of a website into a... [read more](#)

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Lessons From the Stage*

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Lesson 1: The Power of the Obstacle

Can you recognize your own personal struggles as assets in order to recognize the "pain points" in your clients and reach the heart of the jury?

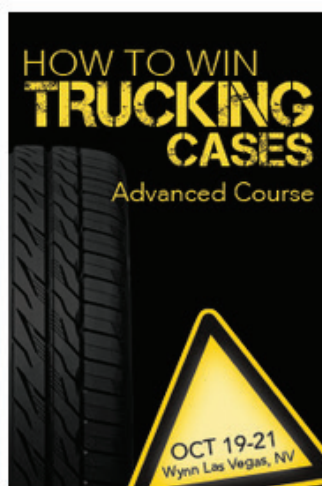
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*This is Lesson 1 of 7 Lessons developed by Julliard Theatre Graduate Jesse Wilson that show how the skills he learned as an actor... [read more](#)

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By Joe Fried, Chair of How to Win Trucking Cases

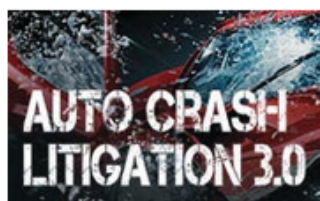
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