

## Yellow Pages

Do people still use the Yellow Pagers? I mean, obviously people still put ads in them. I received mine yesterday and it has to be 1/3 lawyers. But I can't imagine clients still use it to find people.

Who here is still using the yellow pages?

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I don't even get it anymore. Haven't seen it in years.

I suspect though that there's a lot of people out there who don't have internet access that still use them - maybe very poor or very old folks.

Sterling L. DeRamus, Alabama

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In Nebraska, we hang the Yellow Pages from a nail in the outhouse, so they get used regularly.

Duke Drouillard, Nebraska

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If memory serves, Ron Jones has previously commented that a Yellow Pages ad is essential with his clientele.

The key is likely to be where the clients that you want to attract are going to turn to find a lawyer.

Brian H. Cole, California

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I had to Google "What are the 'yellow pages?'".

Just kidding.

Sort of kidding.

Disclaimer: Still never been a lawyer at Microsoft or any other company

Ben M. Schorr, Washington

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I use it. To find people and services.

I will use the internet if no book is available, or if I just feel like it (already at the computer, out and about with my phone, etc.). But I definitely use both.

I'm 55 and live on a rural island. I find that more and more when I give someone a name and say, "they're in the yellow pages" (as a way to find the person or business's phone number), people look at me like I'm nuts. This has increased significantly over the past 5 years.

I have cut my advertising down from being in all 3 YP books that we have here, to only 2, and I'm thinking of going to just the main one next time around. But I think I do still get people who find me in the print books.

Cynthia Hannah-White, Hawaii

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Sadly, yes.. at least in my impoverished area of the world (southeast KY).

As a result, my boss pays about \$22k+/yr to maintain the primo space for our YP ad -- double-page/full color right inside the hard cover of the areawide/regional YP. To be fair, we have had a handful of homerun cases as a direct result of it, admittedly, but I am of the opinion that it is not enough to justify the steep cost sink.. but my opinions on this--like everything else--continue to fall upon deaf ears.

Seth Combs, Kentucky

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My yellow pages ad costs me about \$1,000 per year. Every year, I consider pulling it, but then I get a client or two (usually simple estate plans or low-dollar divorces) that claims to have found me in the phone book. Those few clients more than pay for the ad, so I keep it. I am once again considering if that thousand bucks is better spent elsewhere. I use a mix of radio, newspaper, yellow pages, Google AdWords, and I have a billboard on a main thoroughfare. I would love to cut costs, but don't want to stop doing anything that could upset the apple cart!

Marshall D. Chriswell, Pennsylvania

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I still advertise in YP.

Look, the analysis for any sort of advertising is, are you likely to reach potential clients via that advertising and at what cost per client?

In my case, I advertise in the local county YP and also advertise in the YP that goes to The Villages. Runs me about \$130/month between them for basic "in line" advertising under attorney, attorneys probate and attorneys wills and trusts. Name, address, phone number.

Do I get business from it? Yes. The villages in particular, as I noted it goes to every single household, about 55,000 houses, 110,000 or so people. Some of whom are very tech savvy, but some of whom are habituated YP users; My 79 YO mother and 89 YO father use the YP, as do a goodly amount of the other elderly. They're just used to using it. And really, in a sense it can be more convenient than Google.

And bear in mind, there are people who don't have regular internet access. Some elderly, a lot of the poor, particularly in rural areas. I see them every time I go to public library; they're the guys sitting at the public computers surfing the internet.

See this article:

<http://www.pewinternet.org/2015/06/26/americans-internet-access-2000-2015/>

84% of the population \*uses\* the internet; but that doesn't mean they have regular access to it; they may use it at public library or such.

If you want to reach those who don't have access to internet, you better find a way to reach them; YP isn't bad. It depends, what type of law are you practicing? Patent law? Forget the YP. Disability and SS law, i.e., lower economic class/lower education? YP may make sense. The aged? YP may make sense.

Which leads me to my second point; the analysis of who, using that media, is potentially your client. When I advertise in County YP, there's only a certain percentage of people using it who are potential clients. But, in the case of the Villages YP, potentially every single one of those suckers is my client. 110,000 who need or

may need an estate plan. Why the heck wouldn't I spend \$68 a month to reach 110,000 potential customers?

Likewise, I also advertise in several church bulletins. Our congregations are overwhelmingly 'senior', practically all of them may need EP or Probate at some point. Once again, if I were doing patent law, I wouldn't bother.

And, bear in mind; YP advertising rates are generally proportional to the number of directories that go out; advertising in very populous area, i.e., Miami/Dade county is going to be horribly expensive no matter the size of the ad; OTOH, advertising in, for instance Levy County Florida YP, which has about 20,000 residents and probably 10,000 or less households, is likely to be VERY cheap. So, it matters the size of the market as well; I will say, smaller markets are generally both much cheaper AND have fewer competing ads.

Ronald Jones, Florida

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I question the efficacy of yellow page advertising, however, as with any advertising, if the cost covers the expense and generates a satisfactory amount of revenue for the firm then you might as well keep it until it no longer makes monetary sense.

Phil A. Taylor, Massachusetts

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I do not even see them used as booster seats any more.

Phil A. Taylor

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Some of my clients are. But the % is going down every year.

We have cut back on our YP ads by quite a lot. I evaluate it every year. For a while it was too expensive for the amount of revenue it generated and scaling back makes it a better ROI. I still have a smaller ad with photos and such (almost all who call from the YP do so from the display ad, not the individual listings), but frankly I spend more than Ron does in a smaller county. My particular town doesn't have many lawyers, but my county has a ton (and has a very wealthy beachside, where the rest of the lawyers hang out), and I suspect the price here is inflated due to those factors.

Many older folks still use the Yellow Pages. Not all use the internet, and even those who do don't necessarily go to it first.

Cynthia V. Hall, Florida