



SECRETS OF ATTORNEY MARKETING

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The team at Speakeasy Authority Marketing is testing a groundbreaking new service...

Each month, our marketing experts conduct research in the top practice areas so that we can position your firm at the cutting edge of the market.

Then it dawned on us: *Why keep all of this insider information to ourselves when it could benefit you?*

So, we're introducing something new...

Now, you can get even more insight into what we're seeing on the frontlines of the legal world and stay yet another step ahead of the competition by:

- Knowing what's latest and greatest,
- Analyzing the data on behalf of your potential clients,
- Showing that you are ready to use this new info to help them get more favorable outcomes for their cases.

This month in bankruptcy law, we're kicking things off here...

The Rate Of Inflation Is Expected To Increase Bankruptcy Business Across All Chapters

Analysts and bankruptcy attorneys have been waiting by the sidelines for several years for the inevitable bubble to burst... and the time may finally be here.

We can see the rate of inflation rising, and bankruptcy experts are predicting that soaring interest rates will drive more consumers and business owners to seek

bankruptcy relief in 2023 – just as they have in the past.

In fact, court dockets are already showing more cases scheduled for the first half of 2023 than in the past year before.

So what can you do?

When people can no longer afford to repay their debts due to exorbitant living costs, they will likely begin to consider their opportunities for financial relief – and bankruptcy may very well be their best option.

You can take advantage of this trend by being one of the first firms in your metro to connect with clients through one of these high-performance marketing methods...

1.) Make a list of businesses that were severely damaged during the pandemic (think restaurants, hotels, shopping centers, etc.) – and start directing marketing efforts toward those industries in anticipation that business owners in these sectors are more likely to file in 2023.

2.) Use this time to educate consumers on the stigmas attached to bankruptcy, and why they shouldn't feel guilty. Most importantly, take the time to show potential new clients why they should start prepping to file NOW, versus later.

3.) Add a Bankruptcy Calculator to your website. Many attorneys have visitors to their page, but very few visitors actually turn into leads. Bankruptcy calculators can be hugely beneficial to turn regular pages on your website into a high-performing avenue for leads.

Taking any (or all) of these steps now could be huge for generating new business throughout 2023. *How?*

Because when the bubble does burst – and clients are looking for an attorney to help them get through to the other side – you'll already be at the top of their list.

What do you think?

Have you noticed more conversations centered around economic anxiety? Were you practicing law during other times of economic downturn like the COVID-19 pandemic or the 2007 housing crisis? Are you ready for what 2023 might bring?

Something to consider this month...

If you want to read more, take a look at our sources:

[9 Mind-Blowing Bankruptcy Statistics for 2022 | LegalJobs](#)

[Will Inflation Lead to More Bankruptcies? | Cleveland Ohio Bankruptcy Attorneys \(clevelandbankruptcyattorney.com\)](#)

[Bankruptcy & Insolvency – Your outlook to potential developments in 2023 | Wolters Kluwer](#)

[More businesses leaning toward bankruptcy as US economy wobbles - Triangle Business Journal \(bizjournals.com\)](#)

[How to Successfully Digitally Market Your Law Firm \(natlawreview.com\)](#)