



SECRETS OF ATTORNEY MARKETING

Current Statistics Show White Collar Crime Prosecution Is Up 55.2%

As technology advances, there's been a steady rise in white-collar crime due to the ease of accessing personal and financial information via mobile phones and computers.

In addition, the pandemic has opened up a whole slew of new ways people commit white-collar crimes, including:

- PPP Loan Fraud
- Unemployment Fraud
- Income Tax Return Fraud
- Identity Theft
- Synthetic Identity Fraud
- Deep Fake Fraud
- Cybercrimes
- Healthcare Fraud
- And More...

Due to the increase in white-collar crimes, the DOJ is asking for money to focus on hiring more agents and prosecutors to target financial crimes.

It stands to reason that if the DOJ is hiring more prosecutors, defense attorneys will need to handle more white-collar cases too.

What's more, white-collar crime cases are often highly lucrative. They usually involve substantial amounts of money along with clients who are committed to winning as their lives and reputations hang in the balance.

So, What Can You Do?

White-collar cases can be complex – requiring advanced research, analysis, and a thorough familiarity with state and federal laws.

If you're not currently taking on white-collar cases, here are some steps you can take to get going:

- Research the state and federal laws and regulations that apply to white-collar crime cases.
- Research the current white-collar prosecution trends so you can strategize your defense.
- Consider attending seminars or conferences related to white-collar crime to stay current on the latest developments.

If you are currently taking on white-collar crime cases, you know that they can bring higher revenues to your law firm. You might be able to increase your fees due to the high demand...

Especially if you position yourself as an authority by authoring an eBook and using targeted marketing techniques to reach your potentials.

Whether you have experience in white-collar cases or not, taking proactive steps to ensure that your website contains content and practice area pages tailored to white-collar crime will ensure you're ready to go when that client calls.

Chances are, they'll call.

What Do You Think?

Are you interested in taking advantage of the opportunity to double your profits and expand your client base this year? Are white-collar crimes even mentioned on your website or blog?

If you have experience in this field, do you know how your clients typically get caught? If so, how can you corner the market by calling out these patterns and explaining the methods you've used to defend your clients?

Something worth exploring as we settle into the new year...

Want To Learn More? Take A Look At Our Sources.

[White Collar Crime 2023: Prosecutors and Regulators Speak - Practising Law Institute \(pli.edu\)](#)

[ABA White Collar Crime Conference 2023 - Consilio.com](#)

[Baker Tilly's Fraud Summit 2023 - Baker Tilly](#)

[Fraud Is on the Rise in Texas and Across the U.S. \(nealdavislaw.com\)](#)

[5 Trends to Watch: 2023 White Collar Litigation | Insights | Greenberg Traurig LLP \(gtlaw.com\)](#)

[2023 Corporate and White Collar Enforcement Trend Predictions \(natlawreview.com\)](#)

[Why Are We Crying Out Loud About Crime Rates Now? — Roosevelt Island, New York, Daily News \(rooseveltislanddaily.news\)](#)

[The Great Pandemic Heist: PPP Loan Fraud | Law Journal Newsletters](#)