

ABOUT THE AUTHOR

After leading marketing efforts for Avvo, Conrad Saam founded Mockingbird, an online marketing agency focused exclusively on the legal sector. Conrad is the author of *The FindLaw Jailbreak Guide*, he is a Google Small Business Advisor, and he has held various American Bar Association (ABA) Law Practice Management roles. A semi-professional bridge arsonist, Conrad enjoys publishing cease and desist letters from unscrupulous legal marketing vendors. He once bought the keyword “mesothelioma lawyer” for \$4.76. Conrad is the proud owner of Zippy, the first and only chicken to be awarded the Lawyers of Distinction Top 10% Award.