

# JAMES R. COPPAGE

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## CPC Yellow Pages Work.....

Just ask James R. Coppage, Attorney in Darien, GA

“When my yellow page salesman came by to renew my advertising for the 2010 Darien, GA Telephone Directory I informed him that I was uncertain about the effectiveness of this investment, with the internet being so talked about these days I was not sure that I wanted to continue advertising my law practice in this print media. I was unconvinced that it was “cost effective”.

I decided to research some of my recent cases. My first call was to a client for whom I had just settled a personal injury case in excess of one million dollars. I asked him why he had selected me over the other attorneys. He said that while in the hospital he went through the Darien Yellow Pages and decided to call us because of the information offered in our ad and the personalized photograph showing the members of our firm that would be representing them. This single case showed a major return on my investment. This was the proof I needed to continue advertising in the Yellow Pages.

James R. Coppage, Attorney

Darien, GA

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## **JAMES R. COPPAGE, ATTORNEY**

**Auto Accidents ★ Wrongful Death / Injuries**

**DUI ★ Criminal Defense**

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