



# THE G.A.S. CALL FORMULA FOR CASH INFUSIONS

If you own a law firm, odds are Covid-19 has impacted your business in some way.

And maybe you're starting to wonder how long this will go on and if at some point, the money will run out!

That's why this could be the most important thing you've read in quite some time.

**Because it's going to give you a formula for cash infusions that is *always* effective, but even MORE so during a crisis.**

You see, while most other strategies you typically use becomes irrelevant in the face of a crisis, this one actually becomes more powerful.

But before we get to the formula itself, let's take a minute to look at one of the most common mistakes that small law firm owners make.

## MISSING THE OBVIOUS

Every day, thousands of law firm owners throw huge amounts of money into google, ad-words, pay per click campaigns and social media advertising while completely disregarding less expensive things that are actually more lucrative and do a better job of positioning them as the expert.

Are there times that call for social media ads and PPC? Sure.

But is that the smartest option when you are in need of a cash infusion or trying to save your business?

NO.

Because when you're in a cash crunch you don't have time for lengthy advertising campaigns and split tests and funnels.

When you're in a cash crunch you need a direct line to income.

And this is it.

# The G.A.S. Call Formula

This formula is not earth-shattering innovation of epic proportion. But it has the potential to generate thousands of dollars of new business for you in a matter of hours.

In fact, it's how businesses were built before the days of the internet.

It's so simple, people often overlook it completely.

This strategy costs ZERO dollars to implement and has been known to generate six figures worth of business in just days.

In fact, at a 3-day workshop during which participants did nothing but use this formula, one participant closed over \$90,000 worth of new business in just three days. And collectively, the group of 26 law firm owners who were at the workshop brought in, collectively, a little over a million dollars in the course of 72 hours.

It requires no special advanced training.

It requires no fancy expensive software.

It's readily available to everyone but few take advantage of it.

**In fact, it requires only three things-**

- 1. A telephone.**
- 2. A list of past clients.**
- 3. A genuine desire to actually make a difference for people.**

G.A.S. calls are what we simply refer to as GIVE A SHIT calls.

Calls in which you demonstrate to former clients, who have already trusted you with their problem, that you actually *give a shit*.

That you didn't forget about them the second you cashed their last check.

That you understand that now, especially in the face of a pandemic, they might be feeling a little scared and need some help from you.

And that's what you do right? You are in the business of solving problems.

That's why this strategy is extra lucrative in the midst of a crisis.

The Covid-19 pandemic has done nothing BUT cause more problems for more people.

Can you see how that can a surge of new business and win/win scenarios?

More people have more problems and need more help.

The catch is that most law firms are abandoning ship and sheltering in place and leaving all of those people hanging.

That's where you come in.

People are facing sudden job loss, unexpected bankruptcies, insurance nightmares, estate planning needs and even quarantine-driven divorce!

The G.A.S. call formula positions you as the law firm who isn't looking away or stepping over the wreckage, but standing in the unpredictable sea with them, holding out a life raft for them to grab onto.

It's ethical, it's professional courtesy, it's empathetic and it WORKS.

## Here's how to do it.

**STEP ONE- Compile a list of clients you worked with 1-3 years ago.**

**STEP TWO- Call them, give a shit about what's going on in their lives and follow this script:**

GAS call to former clients:

- Hello, this is (insert name) from (name of firm) Is this \_\_\_\_? How are you?  
(Actually, listen to what they say.)
  - It's been about \_\_\_\_ since we finished your case and with The Coronavirus turning everything upside down right now, I wanted to follow up with you to see how you're doing.
  - Is this a good time to talk for just 10 minutes?
    - Yes – proceed
    - No – Would you have about 10 minutes on \_\_\_\_ date & time ? (If so, go to law firm website and book that appt for them. Notify them they will receive a text and email reminder for their appt.)
  - We're finding that some of our clients have had to make sudden **changes** in their life since the case ended – especially now with the economy taking such a hit and new isolation measures in place. Things like a change in residence, a change in employment, new estate considerations, new custody arrangements... and I don't want to see you trying to deal with it on your own. Are you facing any changes in your life that I can help with?
  - We also find that some of our clients are **struggling** with other things – like divorce, sobriety, mental health issues – or other stress-related problems. Is there anything you're struggling with right now, not necessarily legal issues, that I can help with or offer a resource that might help?
- Listen to their answer. Empathize. And say...
- Ok I hear you. Here's how I can help...
    - Look for ways to help them/guide them to refer them to help in any area of struggle
    - Ask them permission to give them a referral for (insert issue) \_\_\_\_.
    - If you don't have a referral while on the phone with them, ask them permission to call them back with that referral once you confer with your team to find the best fit.
  - Thank you for your time. It's great to catch up with you.
    - I'm sorry you're going through \_\_\_\_ and glad I can help.  
Or, if they are doing well...
    - I'm excited to hear \_\_\_\_.

- Can I text you a link to leave us a Google and FB review so other people like you can find us?
- Can I add you to my newsletter email list so that I can let you know about important updates?
- Next steps – Call to Action
  - If you hear of somebody who needs help, would you please refer them to us? We're here to be of service and we know how uncertain everything feels right now.
  - If anything happens in your life, please feel free to call us even if it's not for legal services. We have a wide network of professionals we work with and we only refer people we know and trust.

### **It really is that simple.**

Right now, there could be thousands and thousands of dollars worth of problems to be solved.

But you won't know unless you call and ask.

It's important that your intention is genuine. If you're calling out of desperation with a sole intention of padding your pocket, your client will know.

If, on the other hand, you are calling with a shared mission of solving problems and a "we are in it together" mentality, they will feel that too, they will open up, they will hire you.

Can you see why this is so powerful?

More than anything, human beings want to be heard, cared for and understood.

You can't do that in a pay per click ad nearly as well as you can by reaching out, making a human connection, listening and offering to help.

The virus has canceled a lot of things.

But it hasn't canceled our need to connect to one another.

It hasn't canceled empathy.

It hasn't canceled our concern for our families.

It hasn't canceled humanity.

**While this formula works no matter what's going in the world, it is particularly powerful in the midst of a crisis.**

**Because giving a shit is not just HIGHLY profitable- it's the right thing to do.**

**Be sure to visit** <https://lawfirmpanicgrowthresources.com/> today. This site is a comprehensive collection of free audio trainings, emergency response reports and podcasts and webinars all created to help you navigate Covid-19 and establish a profitable virtual model.

Also, take advantage of How to Manage A Small Law Firm's Office Hours. To ask any question you have about how to pivot your firm during this crisis, just visit <https://howtomanageasmalllawfirm.com/appointment-2/> and schedule your complimentary call.

