

TO OFFER A CALL TO ACTION;

OR NOT TO OFFER A CALL TO ACTION?



*That is the
difference between
marketing that is
highly profitable
vs. amateur hour
bullshit. that just
PLAIN SUCKS!*

NAME

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HOW TO
MANAGE
A SMALL
LAW FIRM

HAPPY LAWYERS MAKE MORE MONEY

ORLANDO, FLORIDA

LIVE QUARTERLY MEETING | JULY 2019

SESSION

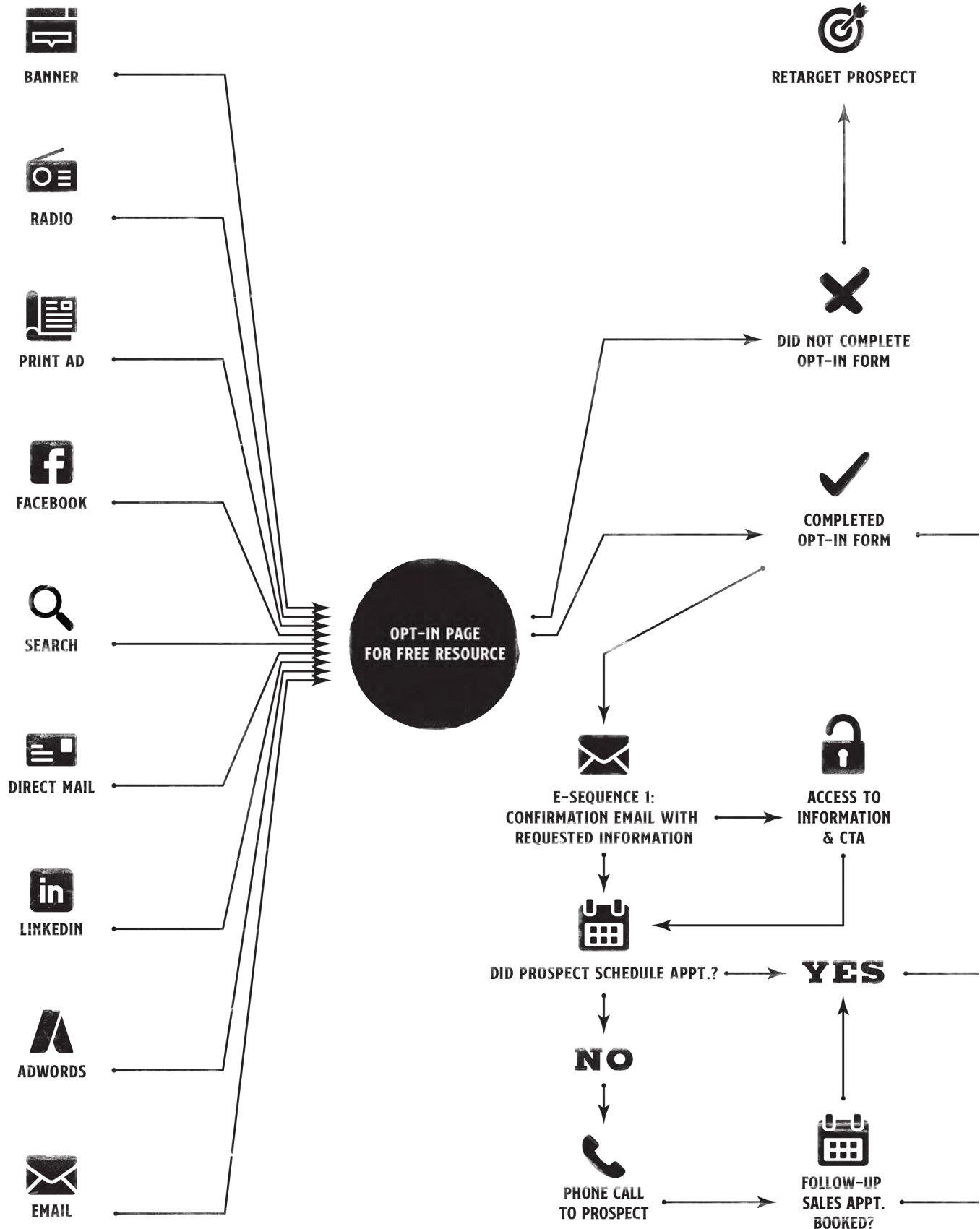
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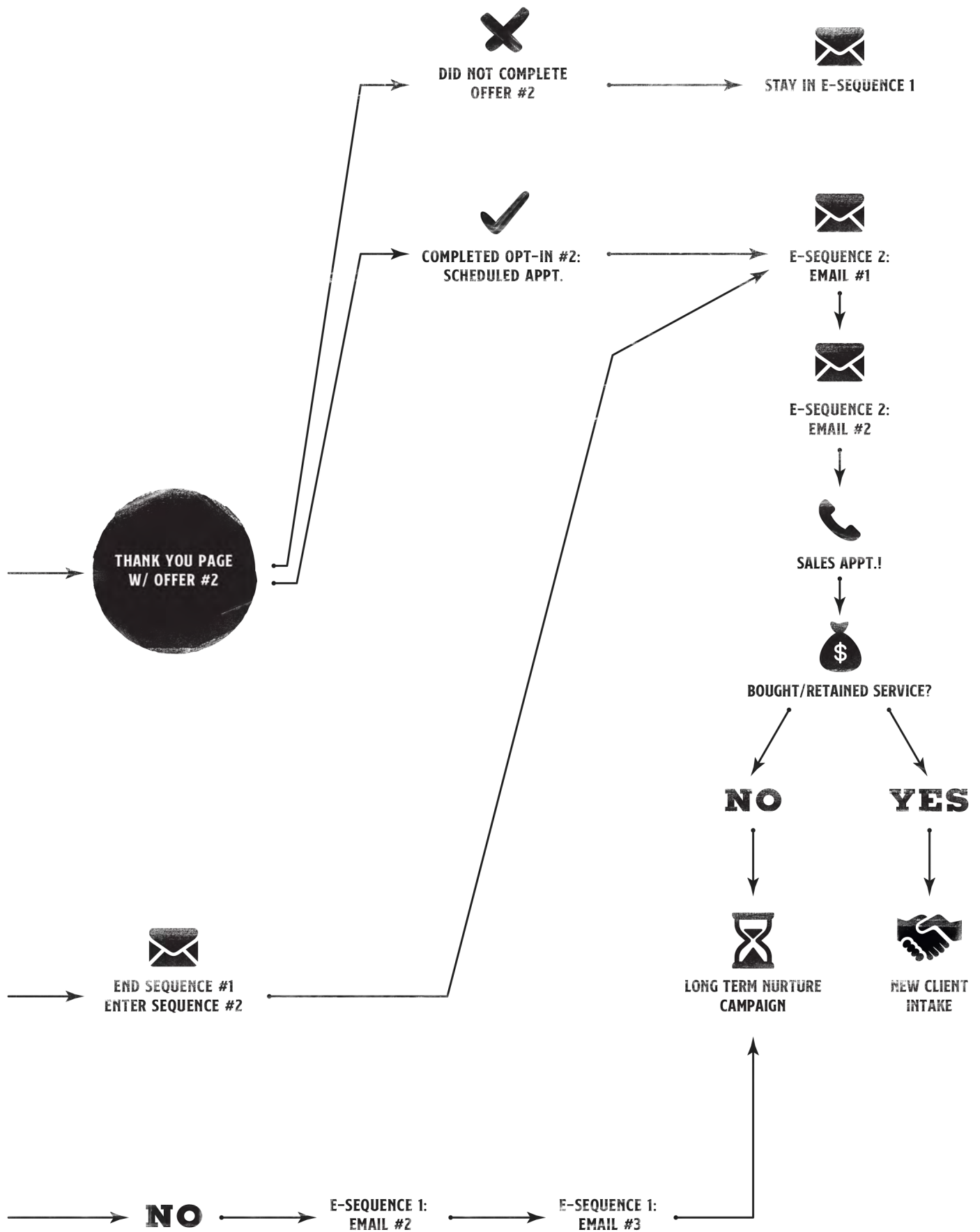
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Saturday July 20th, 2019

10:50 AM – 12:30 PM

Marketing Funnel





10 Steps to Creating Your Funnel Assets

1. **DEFINING** *Your Offer*

A. What does your firm do & why should anyone care about you, your firm, or your services?

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B. What's the BENEFIT your prospects get if they hire your firm?

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2. **DEFINE YOUR** *Target Audience*

Who will see your ad? Why will it be compelling and resonate with THEM? Describe your ideal client.

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3. **CREATING YOUR** *Lead Magnet*

What's going to get your ideal client to raise their hand and take action on something you are offering them to help them solve their problem? This is not your core offer (#1). This is something you offer to your prospects that attracts them to your firm so they eventually take advantage of your core offer: i.e. An immigration firm can offer a free report explaining the top 3 things to know if your child is petitioning for your legal status.

4. **DESIGNING AN** *Up-sell/Second Offer*

They identified as a prospect. Now what else can we get them to take action on?

5. BUILD YOUR *Landing Page*

This is where your prospect will be offered your lead magnet. Include a compelling message that gets your prospect to opt-in. Avoid making the mistake most people make on this page of trying to get the prospect to hire the firm -- that's jumping to conclusions!

6. BUILD YOUR *Thank You Page*

How can you add some value on this page or even make this your up-sell page?

7. **WRITE YOUR** *Email Engagement Series*

Everyone that takes your Lead Magnet offer will go in an email campaign, every email must deliver value AND have a call-to-action. Write out the 3-5 emails that will be part of your email follow up series.

8. **WRITE YOUR** *Email Conversion Series*

Your Conversion series is for those prospects that took your Lead Magnet AND your up-sell offer. These leads are HOT and have shown an interest in your service(s) / product(s) 2x now. They are ready to convert and this series will help.

9. CREATE YOUR *Ad*

This is the very first part of your funnel, and usually the first time a prospect is learning about you. What are the magic, sexy words that will bring your prospects to your landing page?

HINT: Benefits. What benefit do they get from clicking/following this ad?

10. CREATE A *Profit Multiplier*

THIS IS A BONUS! Once you have a new lead in your funnel, how can you better monetize them, even if that means they don't necessarily hire you. Perhaps they're a good fit for a referral source? Perhaps there's another problem your firm or services can help them with?



How to Manage a Small Law Firm (HTMSLF) is the leading provider of outside CEO, CFO, and COO services in the country, exclusively for the solo and small law firm (single-shareholder) market.

HTMSLF currently serves over 350 solo & small law firms from all walks of life, all over the country. We exist to help struggling lawyers become thriving entrepreneurs, with business that meet and exceed their personal, professional, and financial goals.

There is no other community of ambitious, entrepreneurial, fun, and intellectually generous solo lawyers out there, and we pride ourselves in growing it and making it better every day.

The next Live Quarterly Meeting is happening in Lake Las Vegas, on October 11-13. We have space for just 8 more law firms, who want to get IN on the event, and join the ranks of law firm owners who are growing their businesses by 20%, 50% and 100% every year!

If you're interested in learning more about our services and joining our unique community to help you grow your law firm, please schedule an appointment at:

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