

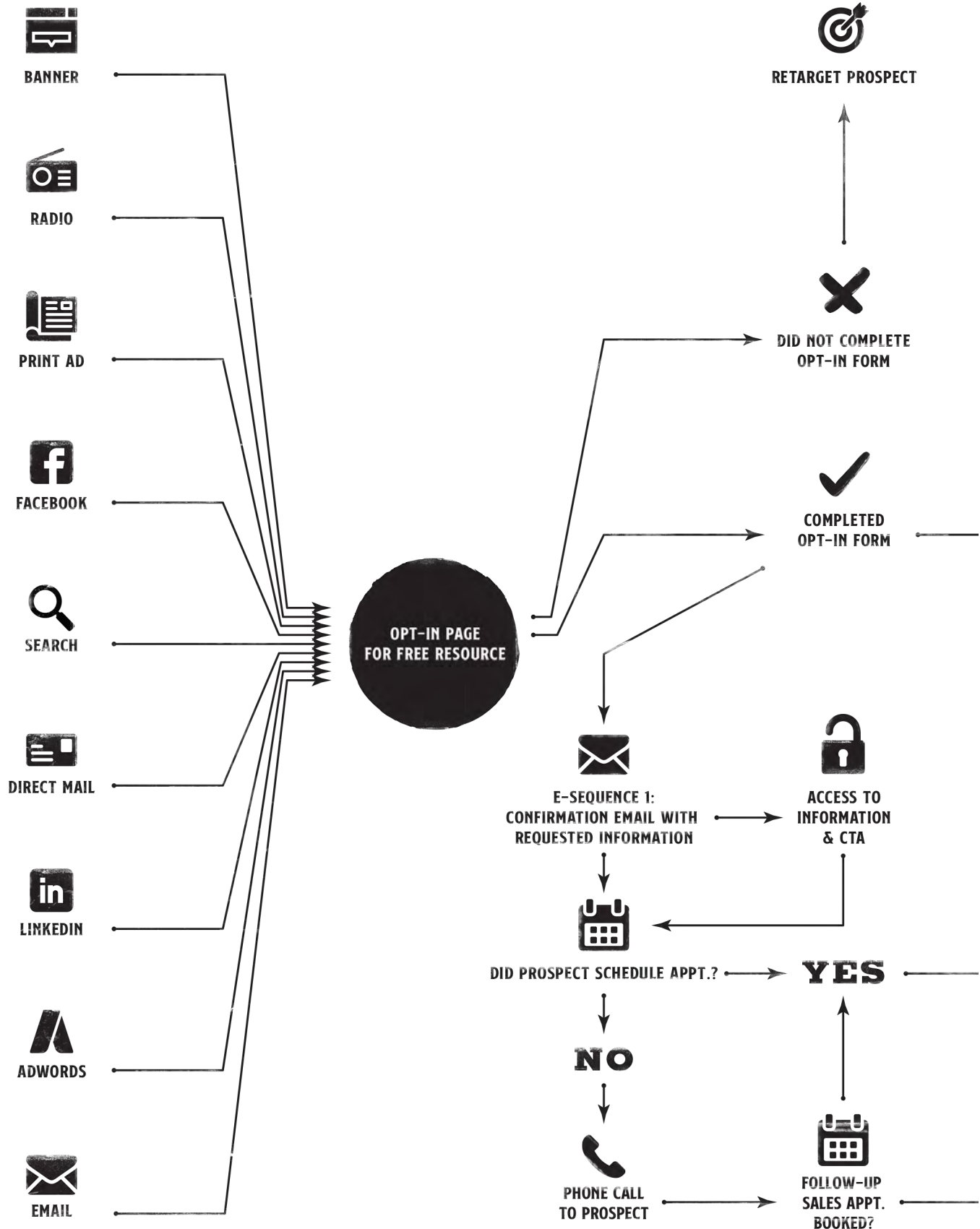
build your
dream
business.

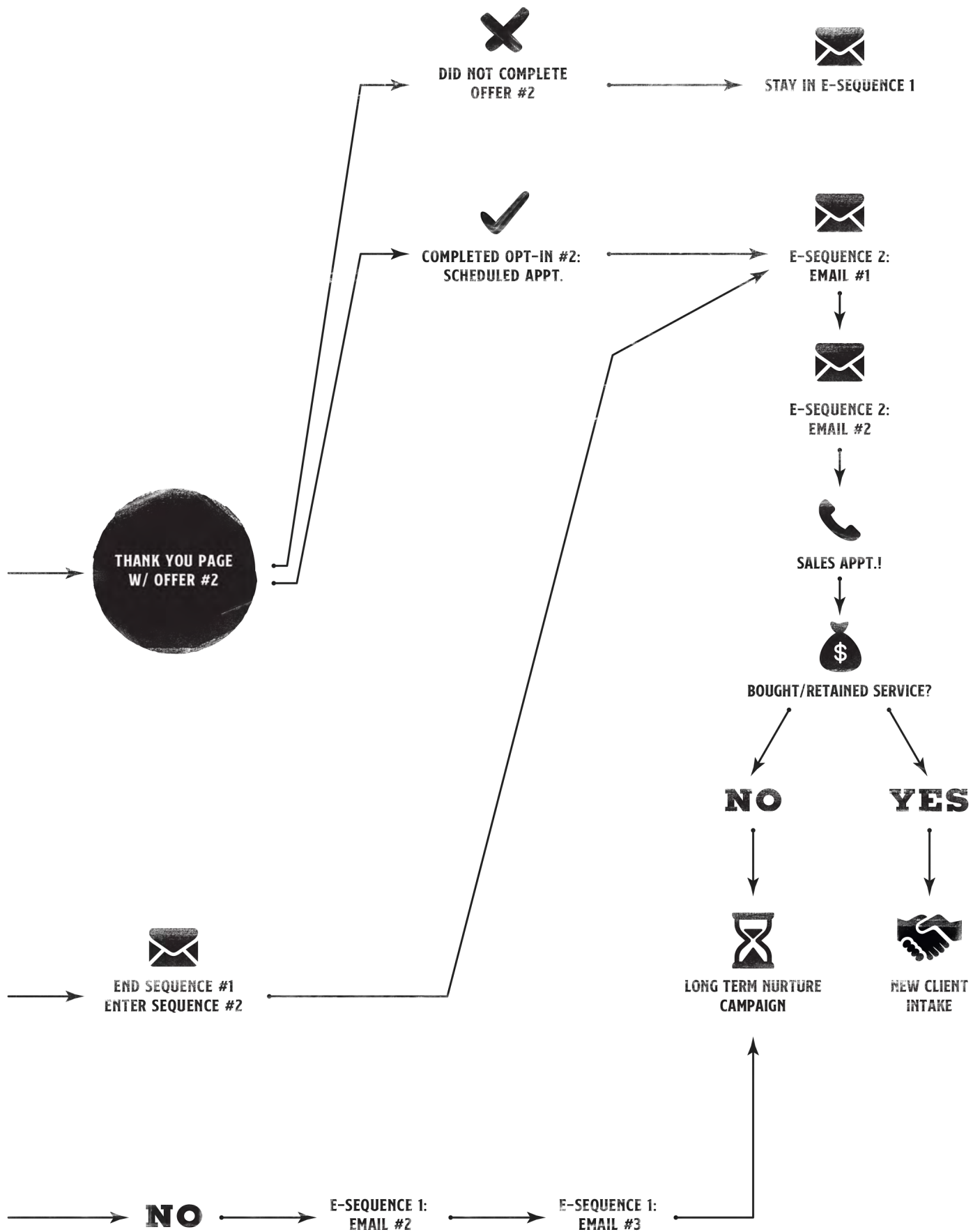
entrepreneurial
style
law firms.

LAW FIRM MARKETING BLUEPRINT



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?
