

Morgan King's Friday Teleconference 9/13

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Attorney Web Marketing. net

TURN YOUR LAW FIRM WEBSITE INTO A MONEY MAKER... call (813) 944-3190 | E-MAIL: Brian@FloridaWebsiteMarketing.com | SKYPE: [brian.french92](https://www.skype.com/user/brian.french92)

Guest Presentation: Brian French, CEO AttorneyWebMarketing.net

Law Marketing: Old World vs. New World (what's changed)

1. Competition
2. Fragmentation
3. Technology, DIY, Internet = Cheap

Law Marketing Battleground: *Where the Battle is Won or Lost*

1. How do you *really* help people?
2. Client Acquisition Costs: Single Purchase vs. Stream of Clients
3. Marketing Diversification
4. Marketing Measurement and Analytics
5. Brand Building vs. Quickly Forgotten
6. Empathy and Education Replaces Authority
7. Fees: Disclosure and Payment Methods
8. Creating Sustainable Marketing Channels (scale)
9. Great Marketing is GREAT story telling

Marketing Tools, Technology and Weapons

1. Legacy Marketing (what still works from the past)
2. Community Leadership (Meetup.com, BarCamp)
3. Website Visibility (Search Engines, Pay Per Click, Social links)
4. Website Effectiveness (making the phone and cash register ring)
5. Peer Marketing Campaign (e-mail, open houses, speaking)
6. Legal Niche Expertise: Focused Content, Keyword domain names
7. Building a (10 fold) Prospect Database: E-mail lists, Opt-in forms, LinkedIn, Facebook)
8. Prospect Filtering: Separating Gold from Gravel
9. YouTube, Podcasts and guest blogging
10. Repurpose everything at least 4 times, reuse forever
11. Create Irresistible Offers
12. Document success: Case studies, peer / client recommendations. Testimonials
13. Find Marketing Buddies (open the wallet when appropriate)

Brian French CEO, www.AttorneyWebMarketing.net

Other Helpful Resources:

Call for free 1 hr. marketing consultation: 813 944-3190

E-mail Brian@FloridaWebsiteMarketing.com

Law Marketing Videos: <http://www.attorneywebmarketing.net/attorney-videos/>

Marketing Strategies Videos and Podcasts: <http://marketing-freak-brian-french.podomatic.com/>

Our 19 LinkedIn Recommendations (verifiable): www.linkedin.com/in/attorneyinternetmarketing/

Contact us for our SEO Performance Track Record (it's remarkable)