

“As many leads as you can possibly deliver...”.

I replied, “Are you sure? Will you be able to handle it?”

“Yes, bring it on...”

And so I did. I flipped the switch to ‘on’.

My team jumped into action and started on a campaign with no limits. Within 4 days we were generating between 2,000 and 10,000 leads per day.

A couple of years later it was the biggest online university in the country. Damn... they really could handle it.

A short while afterwards an attorney called me.

I’m not sure if, as an attorney, you know how scary it is when you just call someone out of the blue.

So I sat there holding my breath. Wondering if I’m about to get screwed in some way by some unknown entity.

As soon as the attorney started talking I sighed with relief – he needed help with how to get law clients.

All they wanted were a steady stream of inbound calls requesting their services. In other words, I was asked if I could generate leads for a local law office.

I had never generated a single lead for an attorney before. So I suggested we set up a test.

After all, I could simply take what I learned from the 500,000 leads I just generated for my biggest client.

I performed 5,000 tests, ran over 100,000 ads, and was pushing 10,000-20,000 visitors per day to their lead gen pages.

I knew what worked, but would the same thing help attorneys – would it help them get more law clients?

Attorneys (a.k.a. you) are different

I ran the first test for the attorney... and it fell flat. After 2 days – nothing. Not a single lead.

So I decided to survey the visitors with a special piece of software to get a sense of what potential clients were looking for – one of the best approaches to devising “how to get law clients”.

I asked them 2 simple questions:

1. What area of law are you looking to inquire about?
2. What problem do you want to solve?

And something weird happened.

Most people skipped the first question and only answered the second question.

And boy, did they answer it. People would write these huge paragraphs and go into incredible detail about the problem they want solved.

As it turns out, the attorney market is very different to other markets. And the reason is simple. Nobody has a desire to hire an attorney. People have a desire for a flat screen TV, morning coffee, and vacations.

Attorneys don't fulfil desires like other products and businesses do. You are in the business of solving problems. Very real and very serious problems. So your marketing has to be different in order to get law clients.

I took this data and made one simple tweak to the campaign.

What happened next shocked me and my new attorney friend...

5 new clients signed up in the next 7 days netting him an additional \$35,000 in new business!

That is 5 new clients. Not leads, not phone calls, but paying clients.

And the process was simple.

Focus solely on solving a single problem and make sure the prospects knew you understood it inside and out.

Since that fateful phone call, I have generated close to 1.4 million leads for online universities and attorneys. So here, with all the dogmatism of brevity is the exact process I use. Implement it and you will be able to take complete control over how many new law clients you get – and how fast you get them.

If you want to skip the “how-to” and just get us to implement this for you, then schedule a 1-1 call by [clicking here](#).

Step #1: The Leads Multiplier

Most lawyers will market themselves like this:

“Hey, I’m John Doe and I have been practicing law for 25 years. I specialize in these 17 areas”.

You and I now know that this is horribly wrong.

The hard truth is that prospects don’t really care about you. They only care about themselves and their problems.

And by focusing on that, something amazing happens.

Not only do you get more leads, you can generate 5-20 times as many as the market usually allows.

I call this the ‘Leads Multiplier’.

Here’s how it works.

Make a list of the areas of law you practice. Let’s say you do the following:

- Bankruptcy
- Family law
- Guardianship
- Probate

Each marketing campaign should only focus on one area of law. So for this example let’s pick Family Law.

Then, list down all of the real problems you’ll solve.

And just like that, a single area of law has just become 4 times as powerful as before.

It pulls in leads from 4 separate angles which focus on people’s problems first instead of just one.

Now imagine doing that with every area of law.

Do you see how your marketing can be 5-20 more effective by using this approach? A more effective marketing strategy naturally translates into more leads and more leads means more conversions.

Even getting criminal law clients can be easier with this approach.

Step #2: Rapidly turn visitors into prospects using this page template

Have you ever struggled to turn your online traffic into a solid lead or inbound phone call?

I bet you have. And it isn't your fault. I literally tested 5,000 variations of landing pages to find the one that works.

This was a huge challenge because I didn't want to test "how many" leads the page generated, but rather "how much revenue" each page produced.

So we tracked and tagged every user into a CRM and measured the results.

5,000 variations later we have 3 templates that outperform all others by a huge margin.

Below is an outline of one of them: We typically see a 700% increase in the number of leads from this landing page than from a typical attorney website.

That's why my team has created a bunch of these templates ready to deploy so you can get more law clients.

Can you guess what should be on that page?

I'll give you a second.

Yep, you need to let them know that you will solve their problem.

The landing page itself should only focus on one problem.

IMPORTANT: Even though this is a high converting landing page, 80-90% of the visitors will still say "no" to your offer to help them. You need to use a very specific piece of content to get them back. More on that in a minute.

[If you want my team to implement this for you then schedule a 1-1 appointment here.](#)

Step #3: Find your perfect prospects

Now that you have a way to capture leads with a highly effective 'problem first' approach, you need to find people with that problem in

order to get law clients.

Remember, your landing page and angle are going to be infinitely more effective than anything else in this market.

So you can afford to buy traffic, knowing that every \$1 you put in will bring back \$20 in clients.

All you have to do is put your new landing page in front of the right people with the right problem.

Luckily there is a place people go to search for answers to pressing problems they face.

And it is called Google.

I know... I know...

You've probably tried Google before and it was either too expensive or it didn't work.

Yet, I bet you've never tried Google ads using this meticulous approach before to get law clients. You can literally write your own ticket and grow your firm as big as you want it to be.

Let's pretend I got a DUI and went to Google to look for a solution to this problem I have.

I came across these two ads. Have a look at the first one:

"Criminal Defense Attorney: Get Aggressive Representation. Available 24/7 – Free Consultation."

Well, this first one is what most lawyers do (a.k.a. your competition).

Firstly, I am not looking for a criminal defense attorney. I am looking for someone to help me with my DUI.

Remember, as a consumer I am only interested in myself and I cannot see past my own problems.

The ad that is crystal clear, when it comes to my problem, is the one that is going to get my attention. And the above ad is not going to work, unless you're looking for help on how to get criminal defense clients.

There are a few more issues with that ad, but that's the biggest.

Now, let's have a look at this ad:

“Former Prosecutor Specializes In DUI Defense. Free Consultation.”

Never underestimate the power of specificity.

The ad implies that this guy knows how people get out of DUIs. He’s a specialist and a former prosecutor – he knows all the tricks.

Do you see how this will put the web visitor at ease?

Remember, even though you’ve done all of the right things, the majority of people still won’t become a lead.

That’s because people like putting stuff off. In the next section I am going to show you how to get the people back who initially say “no”.

Quick tip: The best placement for your Google ad is spot number 3. With good copy, and by focusing on a ‘problem first’ approach, you can get the same number of clicks as spot #1, yet pay MUCH less for them.

Step #4: 80-90% will say “No”: Here’s how to get them back

This is one trick that I don’t see anybody using. I was even contemplating on whether or not I should include it – it is that powerful.

Smart marketers and the lawyers who hire them will do the things I have mentioned in this article on how to get law clients.

And they will gain huge success because of it. After all, only 0.1% of lawyers actually implement the stuff I’ve been talking about.

Yet, there is one more thing you could do to surpass even them.

Just imagine being the lawyer that has a consistent lead flow of paying customers who love and respect you.

It’ll be pretty great, right?

Well, simply copy this approach.

Once somebody visits Google and searches “I am looking for a [blank] lawyer” and they click on your ad, you know that they want and need a lawyer.

Why else would they stop binge watching Netflix to search for something that they have no real desire for?

Bingo! They have a problem that needs solving. And Google was their answer.

Just because the user doesn't respond to the "sales pitch" in your ad doesn't mean they don't need a lawyer.

It simply means they need to wait a little bit.

They either got distracted or they get nervous talking to a lawyer (this is actually the #1 reason for a delayed inquiry). In the past you would have paid for that click and lost them forever. By the time they feel like contacting you again they have forgotten who you are.

Instead they will go on the recommendation of a friend. So here's what you do to make sure that never happens. Now that you know that person is interested in finding a lawyer, and you know they are on the fence, you can send them something a little different. When they visit your landing page you can 'tag' their browser.

This allows you to place ads in front of them throughout the next few weeks.

Have you ever been followed by those annoying retargeting ads after you have visited someone's website? Yeah, I hate them too.

This is like that, but instead of annoying them with ads, we're going to smack them in the face with information that helps to alleviate the problem they are facing. We're going to do this by posting an article in their Facebook newsfeed.

Here's a quick example.

I go to Google and type in "I need a DUI attorney".

I get cold feet for some reason and decide to watch cat videos on Facebook.

Next thing I see is this: "4 Crucial Things You Must Do To Get Out Of A DUI".

It is an article in my Facebook newsfeed.

Here's an actual example of one popping in my newsfeed:

Imagine you just got a DUI and that popped up on your favorite website?

Would you click on it?

Absolutely.

This brings people back to your website... not in the form of a sales pitch, but as a problem solving article. I call these "Passive Return Agents".

Now imagine you hit someone with a new article every single week. When they finally give in and are ready to call a lawyer, who do you think they are going to call?

A DUI is a fairly urgent thing. A client can't put it off too long. So one article should do.

But what about a divorce case?

People can dither about whether or not they should get in touch with you for months.

You can push out helpful articles to them every single week for 6 months.

That literally gives you 26 more opportunities than you would have had before.

That increases the odds of you getting their case 26 times.

Powerful stuff, right?

We call this The Crocodile Close System. Once you grab hold of a prospect you never let go.

THE BIG PROBLEM

Even though this is a very powerful marketing tool for getting law clients, there is one HUGE problem with this strategy.

Usually the article page the prospect gets sent to is not optimized for conversions.

This is actually an industry-wide problem. For some reason the average lawyer has a massive ego about what they want on their website.

And it is costing you hundreds of thousands of dollars in new business each year.

A badly laid out website actually attracts lower end prospects and deters the people with money that you truly want.

So let's fix that.

You could always just get us to do this for you. [Schedule a 1-1 appointment by clicking here.](#)

Step #5: Your website should look like this

I don't care how much you've already spent on your website.

If it isn't working you need to change it, and change it quickly. Your website is an asset that should be providing you with a steady return on your investment.

And unfortunately the worst sources to find a return on your website are [web designers](#). Traditional web designers are notoriously bad at creating websites that turn visitors into cash.

And it really isn't their fault. Attorneys usually tell them exactly what they want... Then the web designer gives it to them. Unfortunately that usually means it sucks (from a ROI point of view). You see, "a fool represents themselves in court".

Just like you wouldn't recommend someone to represent themselves in court, you shouldn't dictate what goes on your website.

Here are three things you should add to your website right away if you want to get more law clients.

1. The "hello bar"

This is a bar that runs across the top or bottom of your website. It is on every page and it makes it super easy for people to become a lead.

2. The sidebar

This is a very simple call to action box on the side of your content. Every single page of your website should contain this box. The written copy in the box should 'future pace' your prospect. That means you should let them know how hassle free their life might be if they hire you.

3. The lead box (2 step opt in)

When someone clicks on one of those buttons, this simple box makes it super easy to become a lead. Your blog should also be clear and very simple. Give them a helpful article, and then get them to schedule a consultation with an easy call to action.

Step #6: Building your law practice with Campaign Stacking

Once you have done all of this you'll be getting a steady stream of leads into your law practice.

For every \$1 you put into buying traffic, it should bring back \$2+. In some cases we see a huge return in a very short period.

One lawyer got a big divorce case in their first week and pulled in \$225,000. That money would have gone to someone else if they didn't follow these simple instructions.

Now that you have momentum you're going to want to capitalize on it so you can get more law clients.

Remember, you've only got leads coming in for one area of law. You can set up new campaigns and sales funnels for each area of law – giving you a well oiled machine.

You can even expand this to other geographical locations if you want. Or you could hire another attorney that focusses on other areas of the law.

It is actually fairly simple to grow into one of those cash rich law firms you see in the movies. You just have to bite the bullet and get started with getting more law clients.

Step #7: You only have two choices

At this point you now have two choices.

Choice #1: Take what I have given you and attempt to do this by yourself.

You'll struggle, for sure, but it'll be worth it in the end.

It might take you a few months or maybe even a year, but in the end you will be happy.

Or you can take choice #2... the choice smart lawyers take.

You can simply let me take care of everything. I'll deploy the whole campaign for you so you can get more and more law clients.

You'll get one of my landing page templates, the exact changes you need to make to your website, and a done4you traffic campaign.

We'll even record your phone calls and show you exactly what to say to double or even triple your closing ratio.

Can you imagine never having to worry about where the next client is going to come from?

And one day when you want to sell your law firm, you'd be able to retire much sooner than you expected since it is such a well oiled client getting machine.

I only say this because I have seen it happen.

[So if you'd like me to grow your law firm for you, simply click here to book a 1-1 appointment.](#)