

# THE SUPER ATTORNEY

*A Step By Step Guide To Growing Your Law Firm  
Without Working Harder Or Raising Your Fees*



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Growing Your Law Firm  
without Working Harder  
or Raising Your Fees



Big Mouth Marketing

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# CHAPTER 1

## Reality Check

I ALMOST WENT broke and dragged the lawyer I was helping down with me. I was faced with the stark reality that law firms are very different to other businesses. Especially small law firms with less than five attorneys.

It turns out that the same marketing strategies and advertising methods deployed for small businesses in America will do nothing for law firm owners.

You see, in a former life I built up a a huge financial services business. I had 145 sales people working for me.

After I exited that company, I started a new business that generated 20,000 leads per day for universities. I was responsible for hundreds of millions of dollars worth of tuition.

Yet, when I tried to help out an attorney I ran into issues I had never encountered before.

Even though I now have numerous success stories to boast about, the road there was hard and filled with traps.

In this very short book I'll be revealing exactly what those traps are so that you can avoid them.

I will do that by spilling the beans on the method deployed by three attorneys.

Attorney #1: Dan Hill, a criminal lawyer from Las Vegas makes \$660,000 per year and he is the only attorney in his law firm.

Attorney #2: Julius Blattner doubled the size of his income from \$150,000 to \$300,000 without adding any additional staff. He did this in 12 months.

Attorney #3: Richard Fitzpatrick is a worker's comp attorney in Boston. His retainers are 5, 6, and sometimes 10 times higher than it was before deploying the method in this book.

Although I can stuff the pages of this book with dozens more, I don't believe it is necessary. If it is ok with you, I would like to skip all the filler and the fluff. The idea is for you to read this book in 40 minutes or less.

# CHAPTER 2

## Law Firms Are Not “Normal” Businesses

AFTER MY AGENCY achieved success for universities, an attorney called me up.

He wanted a steady stream of inbound leads who would hire him.

“Easy”, I thought.

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

What unfolded next shocked me.

This is what I thought would happen:

1. Get clients who pay their bills - *this would be the agency's job.*
2. Solve their legal problems - *this would be the law firm's job.*

Pretend, for a moment, that you are this attorney and let's play out what actually happened.

I sold you on the idea of Google ads, a new website, and even some search engine optimization (SEO).

The new leads start coming in, but they seem to be terrible quality. Every now and then a good one comes through, but it's not enough.

The marketing agency (a.k.a. me) tells you to give it more time, the ads are being optimized and the algorithm is learning.

But you don't truly know if it is working or even worth it.

Every single month when the advertising bill comes due, on top of the management fee, you get this nagging feeling that you are being stupid. You are just 'trusting' this process to work.

You are spending the money, yet it feels totally random and out of your control.

You come to me, the marketing agency, and you ask what's going on.

But I am just as perplexed as you. I show you the stats, the leads, and all the traffic. You feel a little better, but you realize it is out of your control.

So you start focussing on something you can control.

You play around with your fees. Adding more payment plans, lowering the prices for certain people.

You've heard of another attorney in another practice area crushing it.

You look at adding perhaps another layer to your firm so that you can cast a wider net, *catching more clients*.

This leads you to do a bunch of research, spending hours on your computer trying to figure out how to grow your



law firm. It's almost like you have to study for another bar exam.

There are so many options and you get into a state of paralysis. This is taking away time you should be spending with clients and family.

And here is what the marketing agency doesn't get.

You went to law school, studied hard, paid your dues working for someone else for pennies.

You've invested your entire adult life into this. Time you'll never get back and money you are *trying* to get back.

The promised land of passing the bar exam, and being a lawyer who is financially secure seems more and more distant.

You start to wonder why nobody else is taking responsibility. Why is no one else good at their job?

And the worst part, people in your personal life know that you are an attorney. They know that you own a law firm. Therefore you have to project this image of success.

And even though you are successful to some degree. It doesn't feel like it.

You decide to make a change. You fire me and hire someone else.

Sadly, the process repeats itself.

When this happened to the attorney who asked for my help, I couldn't quite believe what I was experiencing.

When he told me exactly what he'd been going through and why he fired me, my face sank.

The overwhelming success I achieved helping other businesses seemed to fall completely flat when it came to this small law firm.

I felt slightly humiliated and ashamed.

The fact that the next marketing agency couldn't help him either didn't make me feel any better.

It would have been easy for me to stick with helping universities, but this bothered me so much I couldn't let it go.

Luckily, we tracked absolutely everything.

We even recorded the calls we generated for him via advertising.

My team and I dug into the information. Listening to dozens and dozens of calls.

We looked for anything and everything that would tell us what went wrong.

We categorized the calls into two:

**A.** Became a client.

**B.** Didn't become a client.

Our process was simple. It is called "Spot The Difference".

During this exercise we noticed four things. Some of those 'things' were so obvious that I was embarrassed.

I'm not sure if you've ever had a truly 'humbling' experience in business, but it is this weird mix of humiliation and euphoria.

*Humiliation*, because you feel stupid. The solution is incredibly simple. So simple and basic in fact, that you didn't even think to pay it any attention.

You feel *euphoria* for the same reason, because the solution is so INCREDIBLY simple. You can see the path forward as clear as day.

Here, *with all the dogmatism of brevity*, is what we found.

The attorney had two part time receptionists who answered the phone. One worked 2 days per week, the other 3 days.

89% of the clients came from the receptionist who worked only 2 days per week.

Here's why.

1. She mostly answered the calls within 3-4 rings (*there was room for improvement there*).
2. Every Monday, she would call back the people who had inquired the week before (*she would ask them one specific question that was particularly effective at getting them to book an appointment with the attorney*).

The unsuccessful receptionist was so busy helping the attorney that she simply didn't have the time to properly deal with prospects. She had experience as a paralegal and was training on the job.

Therefore, if the successful receptionist answered all the calls the attorney would probably double his income.

However, there was something else. A hidden message inside all of this data.

It lay in the question that the successful receptionist would ask in her follow up calls.

This one question would relaunch my entire agency and be responsible for massive financial gains to small law firms across America.

## Law Firms Are Not “Normal” Businesses: The Realization

Think about what the vast majority of businesses sell.

They sell *desires*.

People have a natural desire for coffee, big TVs to watch Netflix, cars, vacations, and houses.

When I was advertising for universities I was selling their dream, their vision, their *bright* future.

In contrast, people do not have a natural desire to hire an attorney.

Nobody sits at home in their robe dreaming about one day handing cash over to a lawyer.

*“God, my life would be so great if only I was in a legal tangle and needed a lawyer” - said nobody.. ever.*

The only reason you exist as an attorney is to solve the mess people find themselves in. *A mess they never thought they would be in.*

This is the reason why the successful receptionist was so good at her job.

She would ask an iteration of the following question:

*“The last time you called us you described how you are struggling with XYZ. Have you found a solution to that yet?”*

She probably didn't even realize the significance of this question.

Here's why it is so powerful.

Most prospects get told how great the attorney is. They are bombarded with conventional advertising and marketing slogans.

*“John Doe attorney has 25 years experience and has done XYZ”.*

When you do that, you are trying to “convince” someone about *you*.

She did the opposite. She didn’t even mention the attorney.

She only talked about the *problems* **they** were facing.

You don’t have to “convince” someone of their problem. It is already occupying their mind.

When prospects spoke to her, they kept picturing their problem getting solved. They didn’t even think about the attorney or the law firm.

With this epiphany sinking in, my brain started running at 100 miles a minute.

1. What if all the advertising followed this ‘problem first’ approach?
2. What if all the calls were answered by a receptionist armed with this knowledge?
3. What if we followed up with all the people who called, and ask them this question?
4. Could we use this to follow up with prospects who have seen the attorney?

I decided to draw up a solution to each one of these questions and I launched it inside of a solo law firm.

This attorney ended up making \$2 million in client sales. He has one assistant.

Let’s dig into what happened.

# CHAPTER 3

## Generating “Pre-Sold” Prospects

WHEN AN ATTORNEY was asked, “*What’s your favorite thing about working with Big Mouth Marketing?*”

He replied, “*The money they make me.*”

He was referring to the \$660,000 in client sales he makes every year.

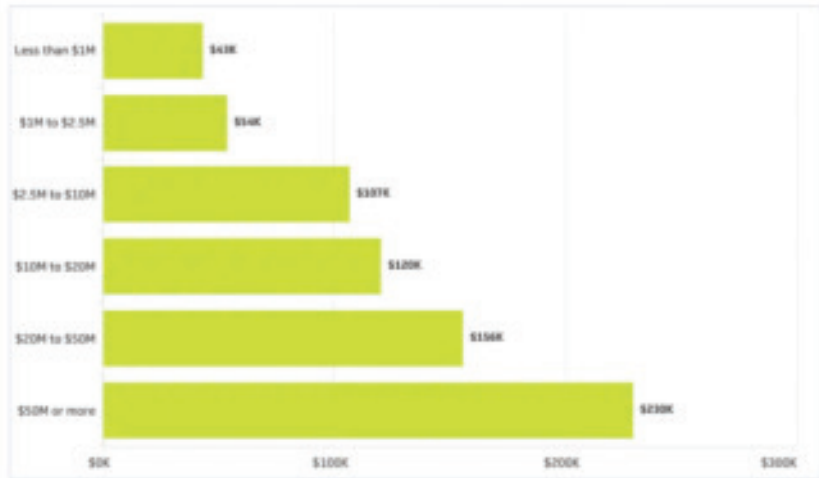
His name is Dan Hill and he is a solo attorney from Las Vegas (*I’ll reveal the video of where he said this a little later*).

He quit his job and started a law practice from scratch. It was just him and his one assistant.

Within a single year he was beating the sales figures of other small law firms that have been in business for two decades.

Here’s why this is significant.

The graphic below shows the average company, *making less than \$1 million per year*, generates \$43,000 per staff member.



If you include his assistant, Dan's small firm is generating \$375,000 *per* staff member.

For every \$1 a normal small law firm was generating, Dan was doing \$7.

In his 30s, and fresh faced, he didn't even have the required "look" of an experienced attorney.

His website consisted of a single page and was thrown up as an afterthought.

However, he was good at his job and wanted clients. Luckily for him, he came to me *after* my humiliating experience with the very first attorney I had helped, not before.

Armed with my new knowledge, my team went to work.

Dan didn't have an established law firm, so we had to be very careful with how we spent the advertising money.

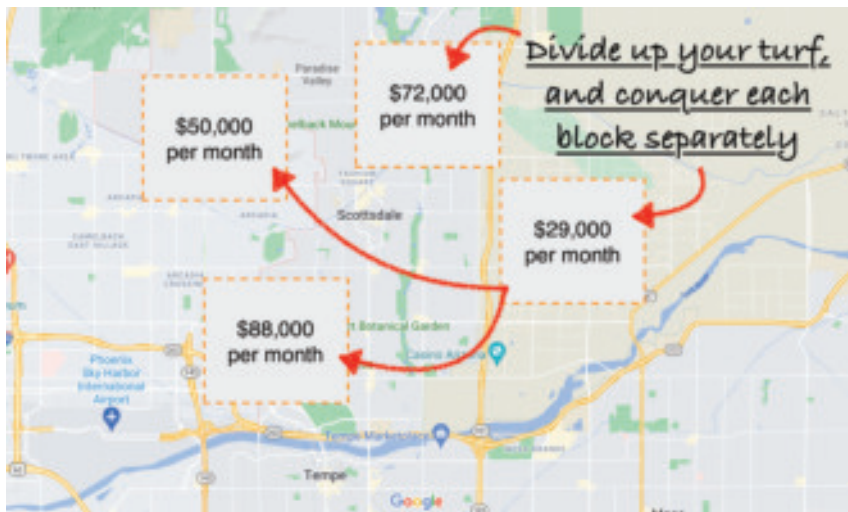
Here's what we did.

## Step #1: The “Divide & Conquer Advertising” strategy.

Each geographical area around your law firm contains a ‘block’ of consumers.

In each block, people spend a certain amount of money every month on legal services.

The Divide & Conquer strategy is designed to divvy up these areas, and utterly dominate them one at a time.



Here’s why this strategy is so effective:

Within each block the consumers will have “nowhere to hide” as your firm pops up every time they think about solving their legal problems.

You end up becoming the de facto choice. By the time the prospect comes to you, they will feel like they know you.

They are familiar with you, because of the frequency with which they have seen your message.



Now imagine every single message they see speaks specifically to the problems they are facing?

You aren't bombarding them with conventional advertising messages selling to their desires, like all the other attorneys.

This alone is enough to increase cashflow, however we're not going to stop there.

## **Step #2: The Authority Retargeting Strategy**

We set up Zoom meeting with Dan and conducted a casual interview.

He simply talked about client success stories.

He mentioned the problem they were facing and how he solved it for them.

It turns out, the more casual and off-the-cuff the better. People don't want corporate and stuffy lawyers. They want real people who they can relate to.

We edited the Zoom recording into three short videos.

Everyone who visited Dan's website or lead generation page would then see these videos in their Facebook and Instagram feeds.

This unpolished style of video comes across as super authentic.

The prospect feels like they are sitting in on a private conversation where a lawyer shares stories about people exactly like them.

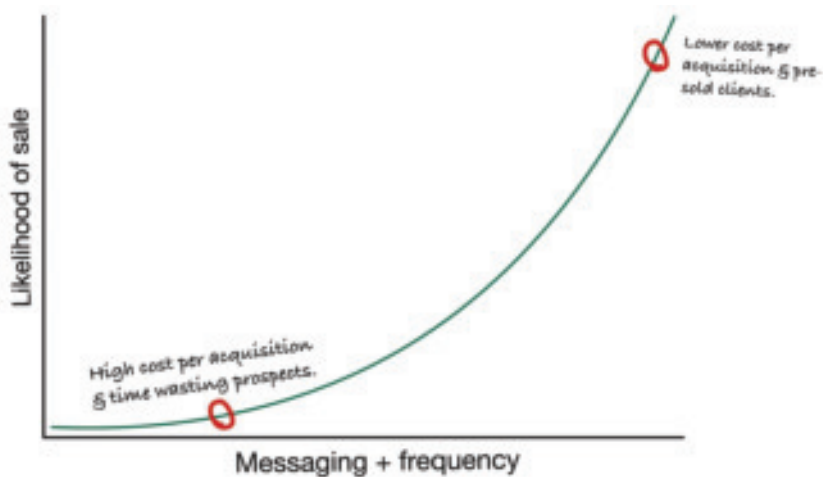
It not only intrigues your prospect, it also gives them insight into a world they know nothing about.

Don't forget, people who need lawyers are trying to wrap their heads around something they don't truly understand. They are afraid of the unknown.

These little videos offer the insight they need to give them some confidence in the future. *Confidence* that you are the person who can solve their problem.

And best of all, it took less than 40 minutes of Dan's time to do this.

The result of all this can be seen in this illustration.



Most attorneys languish at the bottom. Their messaging sucks and they don't get in front of their prospects often enough.

By using a problem-first approach to advertising you can slash the cost of advertising.

Hardly any attorneys are doing this, because their advertising agency refuses to deploy this strategy.

Ad agencies tend to charge a percentage of your ad budget. The bigger your budget, the more money they make. Embarrassingly, I used to operate like this.

The Divide & Conquer advertising strategy dramatically reduces wasted spend, therefore it flies in the face of the business models of the marketing agencies.

**Here's what this means to you:** Your competition will always be second best as they spread their budgets too thin with an inferior strategy. All while you pull in clients with a method they will never even hear about.

However, what if you went through all this trouble and you had the unsuccessful receptionist answering the phone?

As hard as it is for me to admit it, this strategy is useless if that's the case.

Therefore, I was hell bent on replicating the success of the receptionist.

# CHAPTER 4

## Closing The Prospects

TO TURN SOMEONE from prospect to client requires five things:

1. Generate a lead.
2. Answer the phone.
3. Book an appointment with the attorney.
4. Sign the contract.
5. Collect payment.

These things have to happen in sequence.

If you don't answer the phone, you can't book an appointment.

If the client doesn't retain your services you can't bill them, etc.

Now, when I looked at the stats from the attorney who rightly fired my agency I noticed something.

They were only answering 59% of their calls.

According to him, they answered all of them.

You would not believe how many attorneys are adamant that their law firm answers 100% of all their calls.

Be honest with yourself. Do your staff genuinely answer every single call?

Is someone there at 2am on a Saturday manning the phones?

What about 11pm on a Tuesday?

Not even the successful receptionist did this.

In fact, she only answered calls during working hours on Mondays and Tuesdays.

What if she answered the incoming calls 24 hours per day, 7 days per week?

This question plagued me.

I knew that attorneys were leaving massive amounts of money on the table by not being there when people called. Especially when the advertising was so good at generating leads.

These people *want* to talk to your firm.

However, to them their problem seems urgent and they want to do something about it *now*.

Here's what usually happens:

1. Someone searches for an attorney on Google and they find you.
2. They call and nobody answers.
3. They feel a little defeated and start looking at videos and blog posts about their problem.

4. They leave it for another day.
5. 5-7 days later they go back online and search Google.
6. At this point they don't even remember you. They call the first law firm that has some decent reviews.
7. It most probably isn't your firm.

If I wanted to make it as an agency in the law firm space I had to solve this problem.

My team and I went to work.

The first step was to create Standard Operating Procedures (SOPs). I wanted to standardize the way calls are answered and handled so that we didn't have variation in quality.

First, I took all of the successful call recordings and transcribed them.

I took out the names of the clients and the staff who answered the calls.

I then compared each call next to a checklist.

- Did they make the client feel like they understood their problem?
- Did the client feel taken care of?
- Were they clear on the benefits of a 1-1 appointment?
- Did they take control of the conversation?
- Did they handle questions and objections by offering the 1-1 consult?
- Were they professional and polite?

The calls that hit every single one of these points were used as examples and put into the SOP.

The second step was to make sure people were there 24/7 to answer those calls using these SOPs.

I partnered up with a virtual receptionist company that specializes in answering the phone for attorneys.

They had a stellar reputation and worked exclusively with law firms.

Here are the SOPs I gave them:

## **The SOP For Closing Clients on The Phone**

Without changing anything in your firm, without spending any more money on marketing, and without needing to spend weeks training your staff, you could see a vast improvement by simply following this simple blueprint.

### **Step #1: Make prospects feel like they made the right decision**

Remember, these prospects feel like they have a huge problem, bigger than most things in their lives, and they constantly second guess their decisions.

So the very first thing you need to do is make them feel like they made the right decision. This simple act will boost their confidence level in you.

You achieve that by doing the following:

1. Answer the phone professionally: “[Attorney name] Law Office, this is [name] how can I help you?”

2. They will tell you what they want.
3. Let them know they are in the right place: “OK, well you’ve come to the right place. We’ll take really good care of you. May I take your name?”

## **Step #2: Prove that you’ll be able to take care of them and their problem**

Try and get them to commit to a time to come in for a face-to-face. It’ll make them feel important and it makes the sale easier.

Your office is the expert, the authority, the one thing that is going to solve their problem. You need to guide them, don’t let them guide you.

You have to position it correctly though. Give them a free consultation and reinforce how good the attorney is at dealing with their particular situation.

*“OK [prospect name]. How about I schedule you a free 1-1 appointment with our attorney Mrs [Attorney Name]. She’ll be able to answer all of your questions in detail. She’s incredibly good at divorce cases. Do you have time to come in on Tuesday?”*

Did you notice how simple and direct it is?

The caller took control of the situation and suggested a day for the prospect to come in.

Do not ask them if they would like to come to talk to the attorney, simply assume that they do. Remember, your office is the authority and the expert, not the prospect. They want you to lead them and guide them.



### **Step #3: Be clear on the benefits of a 1-1 appointment**

A lot of times prospects are just going to want advice over the phone. And that's fine.

However, you can always give them a nudge to come in and become a client.

Do that by emphasizing the benefits of a 1-1 appointment, and the consequences of not hiring you.

*“The best thing would really be for you to talk to the attorney face to face, because the quicker you get advice the more prepared you will be. The more prepared you are the better the outcome for you.*

*“You could quickly gain the upper hand here if you choose to. Plus, the consultation is free. You literally have nothing to lose. I see that [attorney name] has availability on [day] at [time], shall I book you in for that time?”*

That can literally work for almost any kind of law.

Here's an example of a DUI case.

*“Remember I said that you are in good hands here? Well, [attorney name] has done hundreds of these cases, and his clients who get the best outcome are the ones that act quickly.*

*“Only then is it possible to gain the upper hand and perhaps get you off the charges completely. There are no guarantees, but the quicker you move the easier it is. Can I book you in for [day] at [give time]?”*

Notice how these simple statements take control of the conversation.

And if the prospect says “no” after this point then let them go. They weren’t ready to hire an attorney yet.

#### **Step #4: Handling questions about price**

By now you have them hooked. However, some people still want to know about the huge price tag.

Luckily, movies and TV series have already portrayed the best lawyers to be the expensive ones.

This gives you a decided advantage over other professions.

Whatever you say, remember to start with this:

*“It really depends on how big the caseload is. I’ve done cases that were \$100,000 and others that were \$1,000 [mention lowest price last]*

*“The biggest thing that determines the case load is how quickly you tackle the problem”.*

This creates urgency. Now they feel like they should come in as quickly as possible because it’ll save them money.

If you offer financing, this question becomes even easier to answer.

*“And sir, we have financing options available so you could be looking at small monthly payments. We’ll be able to determine everything if you come in and talk to us.”*

Don’t forget to ask them for the appointment again.

*“So Mr [prospect surname] how about we do this. I’ll book you in for [day] at [time] and the attorney will be able to explain everything to you.*

*Like I said before, it doesn't cost you anything. Do you have availability at that time?"*

Notice how hard it is to fight the logic?

Now imagine a team of receptionists answering calls, armed with this SOP, and they do this 24 hours each day 7 days per week?

My new offer to law firms was a full blown done for you client acquisition system.

My pitch to attorneys went something like this:

- We will run your advertising and generate the leads for you.
- Our partners will answer the phone within 3 rings 24/7 - these are your virtual receptionists.
- They will presell them on your service and ask intake questions so that you only speak to prospects who are ready to commit.

That's a far cry from the generic lead generation service I offered when I first started this.

However, even after all that we aren't perfect. I can't tell you how many times we've had to make small adjustments.

This business keeps me more humble than I'd like to admit in public.

The case studies in the next short chapter were built on the back of these constant and humble adjustments to the way we do things.

# Chapter 5

## Your New Profit Center

I WAS SHOCKED to discover how many attorneys were struggling to make a decent living.

At first, it seems perplexing. After all, in the U.S. people spend \$703 Million PER DAY on legal services.

That is \$29.2 Million per hour.

Seems like a lot. Well, it isn't.

There are 1.22 million attorneys in the U.S.

That means the average lawyer brings in \$17,286.60 per month in client sales.

However, there is a huge difference between a salary and revenue.

You have to use that \$17,000 to pay staff, rent, software, insurance, and marketing.

The average solo practitioner ends up taking home \$6,544 per month.



Movies depict lawyers as money hungry BMW drivers who bill ferociously.

This clearly shows that's not the case.

Which is why it surprises many attorneys when they hear about Julius Blattner.

He is a family lawyer who doubled his law firm from \$300,000 to \$600,000 in just 12 months. He's the only attorney in his firm.

He has more than enough to pay his one member of staff and all his other expenses.

How?

Julius is a military man. He was deployed overseas and fought for our country.

When you go on a mission every person has their job.

For example, an operational navy SEAL platoon consists of 16 men. Each one of them has a specific responsibility.

There is no one man who tries to do it all. They rely on each other to get the mission done.

On top of that, each SEAL platoon are assigned to a specific area of the world and will have a specialized skill set.

Julius understands this better than most people. As a civilian, he is trained as a lawyer. He's not trained as a marketing guy, a media buyer, and a salesman.

Being an attorney is one of the most profitable things you could be doing in America if you focus solely on the 'lawyering' side of things.

The act of being a lawyer is what brings in the cash. Everything else is secondary.

We did a video interview with Julius and he said this:

*What I love about the system is that I don't have to sell. The other day I had a consult and the guy was like, "What do I do to get started?" It wasn't even a question of whether he was going to hire me or not.*

And it works for law firms with multiple lawyers too.

Nobody likes toiling away at free consultations when you are constantly fighting skepticism.

Richard Fitzpatrick owns a worker's comp law firm in Boston. He has two attorneys working for him.

When we asked him to give us a video testimonial he said this:

*When the people call, they already know who you are. They are familiar with you. That's why our retention rates are 4, 5, or even 10 times of what they were in the past.*

Here's your new reality.

Every lawyer in your firm is a profit center. That includes you. Your time should be treated with that in mind.

This makes a lot of attorneys uncomfortable.

I spoke to a lawyer in his 60s the other day. He collects \$100 here and there from his clients.

He was dead broke, living off debt with no prospect of retiring.

The reason? He felt bad for his clients. A lot of them are struggling and so he wouldn't charge them full price.

A lot of his work was pro-bono.

Word of mouth spread like wildfire among the underprivileged.

Before he knew it he was working his ass off with no money to show for it. He simply couldn't say "no" to people in need.

That's an incredible quality to have, but not at the expense of your own life.

If he had taken care of himself first, and grown his income to \$660k like Dan Hill. Or \$600k like Julius Blattner. He could help many more people.

Once you're making \$600k per attorney in your law firm you could hire 2, 3, or even 5 attorneys (we've had as much as 7). Ramp up their income levels and take a slice for yourself.

Once every attorney is a profit center that churns out cash, you can spend a lot more time and money on pro-bono services - *if that's what you want.*

You can even stop working altogether and become a full time charity. Put your own mask on first before helping other passengers.

The point is this.

As much as you like answering the phone, that's the job of someone who earns way less than you (they will probably do a better job too).

As much as you like handing out free consults to *every* person who calls, you should only talk to people who are pre-sold and qualified.

You can essentially outsource the act of turning people away.

The Navy SEALs divvy up responsibilities for a reason. Copy them.

Let a team of experts take care of lead generation.

Let a team of experts answer the phone.

Let a team of experts follow up with prospects and collect the money.

Your job, *and the job of the attorneys working for you*, are to service clients.

## **Closing Statement**

I sincerely hope you have benefited from the content in this book. I deliberately kept it short and simple, because the solution to scaling your income is short and simple.

In the 'marketing world' you'll find a lot of incredibly complex ideas and methods. However, that's mostly because someone is trying to inflate your perception of them.

Instead of bombarding you with an intelligence insulting sales pitch, I'll leave you with this.



There are plenty of smart people out there who can grow your law firm. You don't have to hire me or my team to help you. You have the option to do nothing and that's fine. Don't ever feel pressured into making a decision.

However, if you are ready to receive help from me, here are some ways we can continue this journey together.

### **#1. Do it yourself (free)**

If you found value in this short book and want more of the same, then learn from our Daily Memos. We will send them to your email or you can read them on our blog.

### **#2. Do it with you (consulting)**

My team and I can sit with your team and set up all these systems for you. Turning you and your attorneys into profit centers.

### **#3. Full blown done-for-you service**

Want a soup to nuts service that'll guarantee to send you new paying clients every week? Find out more at <https://bigmouthmarketing.co/go>

Not sure what to do next? Send me an email to [gary@bigmouthmarketing.co](mailto:gary@bigmouthmarketing.co) for some free help.