

4 Effective Content Campaigns

for Small Law Firms

Low-cost ways to improve the results you are receiving from your current marketing efforts

4 Effective Content Campaigns

for Small Law Firms

- I. Attract qualified prospects
- II. Set more appointments
- III. Welcome new clients
- IV. Obtain help from past clients

I. Attract qualified prospects

Step 1: Choose a niche audience

To stand apart and grab attention, focus your outreach on a narrow audience:

- **Bankruptcy:** Laid-off workers nervous about losing their homes
- **Estates:** Worried about the pandemic and without trusts
- **Injury:** Accident victims with brain injuries
- **Family:** Business owners facing divorce
- **Criminal:** Truck drivers with DUIs

Ideally, you will pursue several different audiences in your specialty.

I. Attract qualified prospects

Step 2: Create a lead magnet aimed at that niche audience

Once you have identified desirable niches, create some content that explains how their top worries can be eased.

- **Bankruptcy:** Laid Off and Worried About Losing Your Home? Read This Free Booklet.
- **Estates:** Is Your Estate Secure if COVID Strikes? 4 Steps to Take Now.
- **Injury:** The Brain Injured Can Require Medical Care for Years. How to Cover the Costs.
- **Family:** Your Divorce Could Require You to Sell Your Business. Or Not. Learn What Makes the Difference.
- **Criminal:** Does a DUI Have You Worried About Losing Your Commercial License? Watch This Video.

I. Attract qualified prospects

Step 3: Offer your lead magnet in multiple locations

- Exit-intent website popup
- Quarterly posts on Facebook, LinkedIn, and Twitter
- YouTube video
- Webinar handout

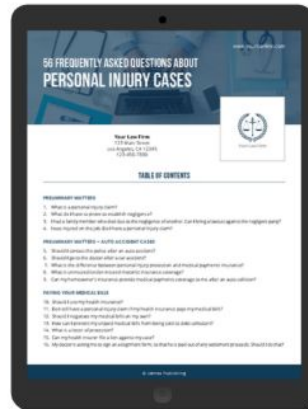
You have questions about your injury claim. We have answers.

56 answers, to be precise.

They are available in this free 24-page digital booklet, which we can instantly email to you.

Yes, send me your answer booklet

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Step 4: Send requesters to your lead funnel

- Your offer should lead to a simple and targeted landing page that collects contact information and asks a couple qualifying questions about the severity and urgency of the prospect's legal issue.
- Your thank you page should: (1) point out that the information provided is necessarily general but that you are available for a personalized discussion, and (2) provide a link to your digital calendar.



Bankruptcy Answers

The 296 pages in our helpful book are loaded with practical guidance:

- ▶ Whether bankruptcy is right for you
- ▶ The right time to file
- ▶ What property you will keep
- ▶ Which debts will be cleared by filing bankruptcy

Abbreviated Contents

Preparing to File

- ▶ Are Your Finances in Bad Enough Shape?
- ▶ Do You Have Reasons to Wait?
- ▶ Should You File Jointly with Your Spouse?
- ▶ Steps to Take Before You File

Chapter 7 Bankruptcy

- ▶ Is Chapter 7 Right for You?
- ▶ Key Events in a Typical Chapter 7 Bankruptcy
- ▶ Chart: Chapter 7 Bankruptcy Action Steps and Deadlines

Your Property in Bankruptcy

- ▶ Property Included in the Bankruptcy Estate
- ▶ Property Excluded
- ▶ Exemptions

Chapter 13 Bankruptcy

- ▶ Is Chapter 13 Right for You?
- ▶ Key Events in a Typical Chapter 13 Bankruptcy
- ▶ Chart: Chapter 13 Bankruptcy Action Steps and Deadlines

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Email me a free copy of this book

SEND ME YOUR BOOK

Thank you for requesting my bankruptcy book

It should arrive in your email inbox momentarily

The book's information will give you a good sense of what lies ahead if you choose to consider filing bankruptcy.

However, its content is necessarily general and may leave you with unanswered questions about your particular situation. You may be wondering whether you will be able to keep some particular assets. You may still be unsure about whether filing bankruptcy is the right step for you to take, given your circumstances.

Telephoning my office is the best way to receive answers to your remaining questions:

Murietta, CA: [951-677-8064](tel:951-677-8064)

Palm Springs, CA: [760-325-6900](tel:760-325-6900)

Step 5: Divert unqualified leads

- To minimize the number of unqualified prospects calling your office or scheduling appointments, your funnel should steer the unqualified prospects to a different thank you page.
- This alternate thank you page should not give them access to your digital calendar or recommend they call your office.

II. Set more appointments

Step 1: Show qualified leads a personal video

- You can materially boost response from your funnel's thank-you page by adding a video from you that explains how you will remove the weight of the legal issue from their shoulders and work on resolution.
- Begin by agitating the problem, explaining what can result if the issue is ignored or self-handled. Detail the mistakes commonly made by the unrepresented.
- Then briefly explain how you will address the issue. Finish with how good it will feel when the problem is transferred from the prospect's shoulders to yours, and even better, when the problem is resolved.

A group of five business professionals (three men and two women) are seated around a conference table in a modern office setting. They are dressed in business attire and appear to be in a meeting, with papers and glasses on the table. The background shows office shelves and windows. A dark blue horizontal bar with white text is overlaid across the center of the image. The text is in a bold, sans-serif font and is partially cut off on the right side.

**WE ARE NOT INTIMIDATE
Y COMMON INS**

II. Set more appointments

Step 2: Give qualified leads a link to your digital calendar

- Ideally, you can allow your prospects to set an appointment with your office directly from your funnel's thank-you page.
- If telephone qualification is needed before seeing an attorney, use the digital calendar to set an appointment with your qualifier.
- But definitely provide access to someone's digital calendar. This simple step will materially lift response.

Step 3: Nurture the undecided leads

- The highest ROI campaign you can put in place is a lengthy prospect-nurturing series.
- A portion of the prospects who downloaded your information are not ready to retain, but will be in the future.
- They might need more persuading, or simply want some time to decide what action to take.
- If you abandon them, they are likely to look elsewhere.

DO YOU QUALIFY FOR SOCIAL SECURITY DISABILITY BENEFITS?

WILL YOU QUALIFY FOR SOCIAL SECURITY DISABILITY BENEFITS?

How Long Does It Take to Get Social Security Disability Benefits?

1. **1. How Long Does It Take to Get Social Security Disability Benefits?**

PERSONAL INJURY Q&A: DO I HAVE A CASE?

What Law Firm?

How Long Does It Take to Get Social Security Disability Benefits?

1. **1. How Long Does It Take to Get Social Security Disability Benefits?**

103 Main Street | Los Angeles, CA 90012 | 323-455-7900 | www.pasinf.com

6 FREQUENTLY ASKED QUESTIONS ABOUT PERSONAL INJURY CLAIMS

This booklet answers common questions we are often asked by our clients at the outset of a personal injury case:

1. What if I can't pay my medical bills?
2. Why won't the insurance company for the person or entity who caused my injuries automatically pay my medical bills as they are incurred?
3. Do I really need a personal injury lawyer?
4. What if I can't afford a lawyer?
5. How long will it take to resolve my case?
6. What is the potential value of my case?

We hope you find it helpful.

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DOES THE INSURANCE COMPANY WANT YOU TO KNOW ABOUT YOUR PERSONAL INJURY CASE?

Does the insurance company want you to know about your personal injury case?

1. **1. Does the insurance company want you to know about your personal injury case?**

ATTORNEYS OF ATTORNEYS

ATTORNEYS OF ATTORNEYS

1. **1. Attorneys of Attorneys**

Step 1: Impress new clients with a welcome kit

- Put yourself in your client's shoes. You just signed up with a lawyer you don't know, to resolve a legal problem you don't fully understand.
- How long until some visible work product appears?
- If more than a few days passes between retention and noticeable progress, you need to fill the gap.

ANSWERS TO YOUR QUESTIONS

www.yourlawfirm.com

HOW DO YOU DETERMINE THE VALUE OF MY CLAIM?

The value of your claim depends on various factors. One of the most critical factors is the extent of the injury or damage suffered by the defendant. Factors such as the severity of the injury, the extent of the damage, and the impact on the defendant's life are all considered.

Second, how serious are the injuries? Have you been diagnosed with a condition that will be treated? Additionally, consider the impact on the plaintiff's ability to perform their job, the extent of the damage, and the impact on the plaintiff's life.

Third, what is the impact on the plaintiff's life? Have you been diagnosed with a condition that will be treated? Additionally, consider the impact on the plaintiff's ability to perform their job, the extent of the damage, and the impact on the plaintiff's life.

66 FREQUENTLY ASKED QUESTIONS ABOUT PERSONAL INJURY CASES

Your Law Firm
123 Main St
Los Angeles, CA 12345
(123) 456-7890



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 - 1. What is the difference between a personal injury lawyer and a personal injury attorney?
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 - 4. What is the difference between a personal injury lawyer and a personal injury attorney?

A. James Publishing

DO I HAVE TO BE PRESENT FOR COURT APPEARANCES?

Usually not. In the criminal cases, where a client's presence is required, it is usually required for the trial. In the civil cases, the client's presence is usually not required. The majority of the time, the client's presence is not required. The majority of the time, the client's presence is not required.

HOW LONG WILL MY PERSONAL INJURY CASE TAKE?

Every case is different, but generally speaking, most cases are resolved within 18 months. Some cases may take longer, but most cases are resolved within 18 months.

WILL THE INFORMATION I SHARE WITH YOU BE PRIVATE?

Yes. Lawyers are obligated to keep your information private in accordance with rules governing confidentiality and privilege. A duty of confidentiality arises on the part of a lawyer whenever you reveal intimate details about yourself or your circumstances in order to obtain legal advice. The duty protects the lawyer's client.

GETTING PROSECUTIVE COSTS PAID

Prosecutive costs are the costs of the litigation. They are the costs of the litigation. They are the costs of the litigation. They are the costs of the litigation.

IF YOU WANT TO SETTLE

Settlement is a process. It is a process. It is a process. It is a process. It is a process. It is a process. It is a process.

HOW WE HELP

If you have been injured by another person's negligence, you may be entitled to a second challenge. Obtaining adequate compensation from an insurance carrier for medical work, property damage, medical bills, and pain and suffering.

INVESTMENT STRATEGY

If you have been injured by another person's negligence, you may be entitled to a second challenge. Obtaining adequate compensation from an insurance carrier for medical work, property damage, medical bills, and pain and suffering.

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INJURY ATTORNEY JANE ATTORNEY

1. Access: I'm available 24/7 to my clients. I will provide you with my cell number, day or night. I will provide you with my cell number, day or night.

YOUR LAW FIRM

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I WAS INJURED IN AN ACCIDENT.

What Do I Do Now?

11 FACTORS THAT AFFECT THE VALUE OF YOUR PERSONAL INJURY CASE

Your Law Firm
123 Main St
Los Angeles, CA 12345
(123) 456-7890



WHAT IS MY CASE WORTH?

In the early stages of a case, it is difficult to determine the value of your case. It is difficult to determine the value of your case. It is difficult to determine the value of your case.

WHAT ARE THE DIFFERENCES BETWEEN A PERSONAL INJURY LAWYER AND A PERSONAL INJURY ATTORNEY?

There are no differences. A personal injury lawyer and a personal injury attorney are the same. There are no differences. A personal injury lawyer and a personal injury attorney are the same.

1. COMPARATIVE FAULT OF PARTIES INVOLVED

How strong is your evidence that the defendant (the person you claim is responsible for your injury) was at fault?

2. MEDICAL EXPENSES AND TREATMENT RECORDS

Your medical expenses and the quality of care of the insurance adjuster evaluating your claim for settlement purposes. The adjuster will consider:

A. James Publishing

III. Welcome new clients

Step 2: Reassure new clients with an educational series

- To avoid new client remorse, we follow-up our welcome kit with a lengthy series of educational emails.
- These emails explain: (a) what is going on behind the scenes and (b) what lies ahead.
- Detail the work that your firm is doing and what challenges need to be overcome.

Step 1: Request feedback

- You should have an automated program in place; otherwise this effort will take a back seat to more pressing concerns.
- Start by asking everyone for feedback and testimonials. If someone is unhappy with your work, their potentially-negative comments will come to you and not be posted online.
- We use a short and simple form that asks for numerical rankings of key service-delivery functions and provides a space for subjective comments.

Were you happy with our service?

Your satisfaction with our service is our most important goal. Please grade us so we can continue to improve by circling the appropriate letter.

- | | | | | | |
|---|---|---|---|---|---|
| → We greeted you cheerfully | A | B | C | D | F |
| → We were accessible to you | A | B | C | D | F |
| → We were easy to work with | A | B | C | D | F |
| → We delivered what was promised | A | B | C | D | F |
| → We kept you informed along the way | A | B | C | D | F |
| → Overall, you would grade our service: | A | B | C | D | F |

Comments: _____

Your name (optional): _____

Your answers will make a difference. Thank you!

Step 2: Solicit online reviews

- When you receive a favorable response to your feedback survey, ask the responder to post an online review.
- Send regular nudges until you see the review posted.
- Ask for Google reviews. Obtaining a large number of positive Google reviews will improve your local ranking, as well as increase the number of calls you receive from your local listing.



WELLS LAW GROUP, P.A.
INJURY & INSURANCE LITIGATION

Hi there,

It was a pleasure working with you on your case. Can you take a minute to help us learn more about how we did? Please review our firm on Google at the link below. We appreciate your feedback.

[WRITE A REVIEW >>](#)

Thank you for your loyalty!

Wells Law Group, P.A.

813.296.6194

kwells@thewellslawgroup.com

IV. Obtain help from past clients

Step 3: Stay memorable and referrable by sending a newsletter

- Newsletters are old school, but they work.
- Continue educating, but no longer about the law.
- We like to provide smarter living information.

JOEL H. SCHWARTZ, P.C.
Injury Advisers Keeping your Family Healthy

October / November 2019 | Issue 7

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 Brooklyn, NY 11201

**Coping With
THE MENTAL AND EMOTIONAL
Impact of a Physical Injury**

A car accident or other traumatic injury is a traumatic event that can cause physical injuries and also emotional and mental health issues. The emotional and mental health issues that can result from a physical injury are often overlooked and can be just as debilitating as the physical injury. Fortunately, there are many things you can do to help manage the emotional and mental health issues that can result from a physical injury.

(1) INVOLVE YOUR FAMILY

Your physical injury will have an impact on your family members. They may worry about you, be angry with you, or feel sad for you. It's important to be open with them about how you're feeling and how you're coping. They may be able to help you in ways you haven't thought of.

Visit us at www.jhschwartz.com

WELLS LAW GROUP, P.A.

April / May 2019 | Issue 3

Wells Law Group, P.A.
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 2215 Tenth Street, Suite 140
 Tampa, FL 33629

**Simple Ways to get Maximum Value
out of your next
DOCTOR'S APPOINTMENT**

Like almost everyone these days, doctors seem to be short on time. The average visit with a doctor lasts just 20 minutes, if the doctor is behind schedule, you may get even less time. It's no wonder that patients often go home frustrated with the "assembly line" treatment they received, and worried that their specific concerns weren't really heard or addressed.

While there is no easy fix for this common problem, there are some simple things you can do to exercise more control over the situation and ensure you get the maximum value out of the limited time you have with your doctor:

BEFORE YOU GO

1. Schedule the right kind of visit.

Although you may see a doctor comfortable sharing personal information with the doctor's front office staff, it's important that you accurately convey the

reason for your visit. Is it a follow-up to a previous visit? Are you dealing with a short-term, acute issue or a long-term, chronic issue? This information helps to ensure that you are scheduled for an appropriate amount of time. If you schedule your visit online, the same principles apply. Fill out all the scheduling forms and provide complete and accurate information so that you and the doctor's office have the same expectations for your visit. Don't schedule an appointment for a flu shot hoping you will also get a few (or twenty) minutes to talk to the doctor about your recent fatigue and mood swings.

2. Make two lists.

Make two lists to take with you to the appointment: a list of your symptoms and a list of your questions/concerns.

Visit us at www.thewellslawgroup.com

EL H. SCHWARTZ, P.C.
Advisers Keeping your Family Healthy and Happy

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 Palm Beach, FL 33480

**To Help Protect and Manage
YOUR PERSONAL INJURY
SETTLEMENT**

1. **PAUSE.**

Don't be in a hurry to sign your settlement check. Get your settlement money into a trust account, have it set up, before it will be sent. Then take a few days to read and think about the size and length of a work of money that will be paid to you and how it will be used. It's important to take time to think about how you will use the money and how you will manage it. It's the only way to ensure you get the most out of your settlement.

2. **DEVELOP THE PROPER MINDSET.**

Some people get caught up in the fact that their settlement is a "windfall" or "bonus money." This mindset can be a major obstacle to getting the most out of your settlement. Don't make this mistake. Instead, think of your settlement as "income money." Now you have to think about how you will manage it, and how you will use it.

Visit us at www.jhschwartz.com

Tailored Advice

I'm happy to give you some personalized tips.

Email, call, or schedule an appointment.

Kara Prior

714.434.5926

kprior@jamespublishing.com

Schedule: go.oncehub.com/KaraPrior