



**FOSTER**  
WEB MARKETING

# THE CAPTAIN'S LOG

## EXPLORING THE FINAL FRONTIER OF MARKETING

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You can always read, download and sign up for our newsletter at [www.FWMnewsletter.com](http://www.FWMnewsletter.com)



**The Great Legal Marketing Summit** filled with hundreds of lawyers winning the marketing game is drawing closer every day, and the \$250 promo we're offering is almost over! You still have time if you register today at [GLMsummit.com](http://GLMsummit.com)

**Just enter the promo code "foster" and get \$250 off the cost of registration!**

That's not all! You may notice that GLM members get a special discount on attending the Summit. Take \$300 off the registration fee by going to [GLMTestDrive.com](http://GLMTestDrive.com) to try their program. Ben tells me that it's just \$19.95 to "Test Drive" GLM and you get over \$1,500 in benefits including two months of free membership. Now, you have to STAY a member through the event to get the discount, but the discount you get plus the two free months will practically pay for itself. Pretty sweet deal, right?

**Remember, BEFORE you sign up for the event, make sure you join GLM at [GLMTestDrive.com](http://GLMTestDrive.com) to get the additional \$300 off your Summit ticket.**



**Tom "embracing the suck" at Parris Island USMC Boot Camp circa September 1985**

and did very well in the booming '90s. I was there when Microsoft was creating its empire, launching Windows 95, and even ate chili with Bill Gates. I was a very successful sales and marketing guy. I had companies constantly courting me to come sell for them—offering me big bucks to do so. It was an *AWESOME* time and I made great money! I was living the dream.

Then it all ended...

It was almost overnight. The Internet age was born and killed retail software as we knew it. The change crushed behemoth companies—remember CompUSA? I lost my job and no one wanted me. I sat in the unemployment line. We had to cancel the contract on our dream house; my wife went into a depression. I had three kids then. It was a scary time. I was terrified.

But I *embraced the suck*...

It's an old Marine Corps phrase that we use when there is just nothing you can do about the grim circumstance that you are in. You can choose defeat (which I just don't do),

# Embrace the Suck...

by Tom Foster, Founder and CEO at Foster Web Marketing

*Many years ago, I was lost and afraid, like I know some of you are now. Wondering why you might not be getting the cases and clients you need to survive and take care of your family. The economy, the plight of attorneys these days—I can empathize, I assure you.*

You see, I made my bones in the software industry

or you can figure out how to make it better. You make the best of the situation you are in.

### Stop Listening to Your Fears

So, during these difficult times for the legal profession, my advice to you is not to listen to that little voice in your head rehearsing all the difficulties that *might* happen. Your insecurities and self-doubt might be having a field day in your brain. Turn that crap off.

Fate and destiny are funny things. Change is necessary in order to become better. Reinvention is the stuff of heroes and great inventors. Entrepreneurs can change the world—and yes, my friend, you are an entrepreneur, even if you don't think of yourself as one. So give yourself a break and turn off the head trash.

When I was struggling, I decided to reinvent myself. I learned a new skill. I started creating something brand new that most people were scoffing at back then. I started making websites. I never really intended or thought back in 1997 that it would become the great company that it is today. I just believed in myself and did what I had to.

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Did you know that we do all this? We can help you to grow your business just like we have for so many others.



Having a professional website and mobile website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



# NEW AWESOME ENHANCEMENT TO DSS: GET YOUR CLIENTS' FEEDBACK (ASK THEM TO REVIEW YOUR PERFORMANCE...)

Just Released! (Hint: This enhancement is like "Survey Monkey" but much, much better! And the best part? It doesn't cost you anything more and is included in DSS!)

Client Satisfaction Feedback

**We Need Your Feedback!**

Please complete the short form below to provide us with valuable insight about your experiences with us.

	Great	Good	Average	Okay	Bad
1. How was your overall experience?	5	4	3	2	1
2. Would you recommend us to friends or family?	5	4	3	2	1
3. Please Leave Additional Feedback.					

One of the biggest challenges to professionals is getting feedback on not only their performance but also their staff's performance. Want to know what clients think of your services and how you or your staff has performed? Ask for feedback! The new feedback module in the DSS CRM makes it really simple to send an email to your contacts asking for an honest evaluation of the work you've done for them. The email that goes out can be completely customized, and provides a link to a very quick survey (shown above). The survey asks the recipient (your client) to rate their experience with you on a scale of 1 to 5, and leaves space for additional optional comments.

Thank You!

Thank you for your feedback. We appreciate your time and value your opinions. If you could spare another moment to review us on any of the following sites we would be exceptionally grateful.

Once they submit the form, they are taken to a thank you page. If they've rated your business

with a total score of more than 7, the thank you page has links to your review sites where they can go and leave some love for the whole world to see! If the review wasn't favorable, now you know what to do to improve! Now you have received feedback that can help to make your business better and your client-relationships stronger (and it won't encourage a negative review out on the web).

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You have my permission to use my name.  
 I allow my feedback to be used on your website.

**SUBMIT**

Your client can give you permission automatically to use their comments as a testimonial on your website and you can then have it automatically and easily added to your website through this DSS CRM module. Great feedback = automatic great testimonial!

Whether they allow you to post their feedback or not, the information is available to you. Now you know! How do you know what to fix when no one tells you what's wrong? That's customer service gold. Now you know to either keep up the good work, or improve.

A score is provided, along with the comments and the "Publish" button, which only works if the client has consented.

Client Feedback				
8 Contacts for this time period				
DATE	NAME	SCORE	COMMENT	ACTION
05/25/2011	Nancy Smith	6	6	Publish
05/25/2011	Kim Mancini	5	5	Publish
05/18/2011	Kim Mancini	3	3	Publish
05/13/2011	Mrs Peggy Higashi	2	2	Publish
05/12/2011	Donna Simmons	4	4	Edit
05/09/2011	Shaun Rust	5	5	Publish
05/05/2011	Greg Luis	2	2	Publish
05/05/2011	Steven Bean	6	6	Publish

## COMING SOON TO YOUR DSS... SOCIAL MEDIA MODULE!!

One of the best ways to drive traffic to your website is by posting it on social media. We're making it even easier with a social media module! When you post a new piece of content, you can use the social media module to craft a post to your chosen platform, add an image, and post it! The concept is a lot like the social share bar you see on most websites.



What's makes it even cooler is the option to schedule things out. If you want to post your content a few days from now, you can create the post in DSS and it will appear on social media when the content goes live! We're rolling this new feature out over the summer. Keep an eye out for an email that will notify you when this has gone live.



Want to see how amazing DSS is? Sign up for a free demo at [FWMDemo.com](http://FWMDemo.com)!

# **BILL TURLEY: From Rock Bottom to Rock Star**

*Hard work always pays off, and in the case of Bill Turley of the Turley Law Firm, truer words have never been spoken.*

Before he became the successful lawyer he is today, he was struggling. It took patience, dedication, and guidance from the Foster Web Marketing team to finally get him to a stable place. Now, Bill is far more than stable—he's making a killing with his law firm. Here's his story.

## **A Road Full of Challenges and Experiences**

Bill stuttered so badly as a child that his third grade teacher, assuming he couldn't read, put him in remedial reading. It seemed like a pretty unlikely start for a legal career. However, Bill had his dad. Bill grew up sitting on his dad's lap on the boat or riding in the front seat of trucks. They would talk together and sing along to the radio, which helped him to eventually overcome his stuttering.

Bill's first job was running a small crab boat and selling crabs to local restaurants out of the trunk of his mom's car. Not only was it hard work running the boat, but sales were not especially easy. Bill wanted a change of pace and decided to go for something completely different—a career as a maritime lawyer.

Bill started his legal career by representing injured workers in the San Diego shipyards, docks and waterways.

## **Financial Troubles Leave Him on the Brink**

While Bill had some success as a lawyer, he didn't quite have any break-out success. While his attitude was fantastic, Bill made some mistakes that would prove costly. Bill's first mistake was relying on a "Field of Dreams" marketing plan. That is, building a reputable law practice and hoping clients will hear about his good work and the clients will come to him.

Bill's second mistake was focusing on a few "really big" cases. Rather than handling a lot of smaller and mid-level size cases, Bill got to the point where he decided that he would only handle "big cases." Which turns out—was a big mistake. After losing a three month trial, having a few cases go south



**Bill knew that he would have to do something radically different if was going to survive as a lawyer. He searched online for someone who could help him market his law firm, and found Foster Web Marketing.**

and having the court of appeals take away a couple of cases; Bill had incurred huge debt and was facing bankruptcy.

Things were desperate. Things sucked. Bill had two young kids at home. His back was against the wall.

Bill needed more cases—or rather, more good paying cases—in order to succeed. Bill knew that he would have to do something radically different if was going to survive as a lawyer.

He searched online for someone who could help him market his law firm, and found Foster Web Marketing. Tom sympathized with Bill's situation (check out the article on page 1 to learn about Tom's own story!) and he did what Tom does best—he helped a friend out, and educated Bill on the best ways to market his business. We built him a website, and gave him the software, Dynamic Self-Syndication™ (DSS™), that would ultimately help turn his business around and attract those paying clients that he so desperately needed.

Don't let that mislead you; it was Bill's work that led to his success—the website was just the tool he needed to use. Bill put in very long days practicing law and even longer nights writing content, checking analytics, and doing everything he could to grow his business. He spent 20 or 30 hours each week on marketing alone.

His website started to gain some attention, and after years of challenges, he was finally starting to see the light! Bill's efforts are paying off in real ways.

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## Embrace the Suck...

The next chapter of this story I will save for the next “Captains Log” FWM newsletter. Of course that part of the story begins when I met Ben Glass—the man who changed my life forever and opened up doors that I never knew existed.



**Tom Foster and Ben Glass at the Great Legal Marketing National Summit.**

I would encourage all of you that may be struggling right now to meet Ben, an attorney like most of you, but also a loving father of nine, a big brother to many, a mentor to many more, and an entrepreneur like most of you. He’s a sharer—someone that loves to help others get better. He’s heard it all and there is **nothing** you can tell him that he hasn’t heard before. He and his company, Great Legal Marketing, have helped thousands of lawyers become successful. He has helped them come from the dirt and rise from the ashes to become major players in their market...in many cases, helping them become millionaires. So, if this is what you are looking for, commune with us at our yearly GLM Summit ([GLMsummit.com](http://GLMsummit.com)) this October. If you are ready now, you don’t need to wait for that; just get involved ([GLMTestDrive.com](http://GLMTestDrive.com))! 🌐

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## Bill Turley: From Rock Bottom to Rock Star

### A Happy Ending With Hard Work and Foster Web Marketing

The Turley Law Firm has grown from Bill and a paralegal to a nine lawyer law firm. Bill now has five offices in California. Today, Bill’s firm may be the largest plaintiff’s maritime firm on the west coast. With the help of Foster Web Marketing, Bill’s firm now also dominates wage and hour class action for truck and delivery drivers in California. Bill represents more truck and delivery drivers than any law firm in California.



**Bill Turley with Tom Foster speaking at a MyLawCLE course. Turley went from the brink of bankruptcy to teaching other attorneys how to do it the RIGHT way!**

Having a steady stream of good paying cases makes all the difference. Bill has gone from being on the verge of closing his doors to owning his own building. Bill recently moved his firm into a building that he bought.

With the support of Foster Web Marketing, Bill erased his debt and made his practice thrive. In fact, he’s so busy now that we write most of his content, manage his website, and handle his SEO so that he can focus on practicing law!

### “Thank you from my family, my wife, from everybody. We owe you so much.”

Bill is never hesitant about crediting Foster Web Marketing with his success. “You took us from basically almost on the verge of bankruptcy to being a rock star, and I don’t say that in jest. We are just rocking it here. We’re crushing it. You gave us every opportunity to do the website, and for all the skills you gave us, we thank you.” Though we’re happy to have played a part in this awesome success story, it is really Bill’s hard work that saved him. We’re keeping him on top by handling his web marketing, but he laid the foundation!

In hindsight, Bill will tell you the best thing to ever happen to his law career was facing down financial disaster. Otherwise, he would have never reached out to Foster Web Marketing and learned how to market. He would still be plodding along with modest average success. 🌐



Are you ready to start working on your own success story? If your firm is struggling, or if you need help building a marketing plan that works, give the team at Foster Web Marketing a call at **844-531-4797**.