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LOOKING FOR A MARKETING ROADMAP FOR 2022?



We've designed a marketing growth plan that lays out a measurable, sustainable path to marketing success.

We've spent years testing and refining our own marketing strategy, and this is a *proven* guide we use to help other practices succeed.

Visit FWMGrowth.com to get your year-long step-by-step strategy for organic growth!

A Growth Year

by Tom Foster, Founder | CEO

This year, rather than a list of resolutions, I've decided I will attempt to live by a single-word theme.

My word for 2022 is "growth."

And while I would be happy to grow my business, my theme is really about **growth as a person** rather than professional growth. I'll tell you why.

I've spent countless years putting one foot in front of the other, hoping there would be solid ground beneath me. Often I got lucky and found my footing, frequently I tripped, sometimes I stumbled onto an amazing opportunity, and a few times, I fell HARD.

I rambled through the world without a real plan for what I wanted my life to look like. I don't mean to imply it was "wrong" or "bad," it was just kind of... *unintentional*.

Sure, I had general wants and goals, but for the most part, I let life happen and I'd chase the opportunities that presented themselves.



These people are my biggest reason for focusing on GROWTH this year—my beautiful family at my daughter, Sam's, wedding!

If I saw an opening, I'd take it, whether it was something I really, truly wanted for my life or just a convenient option. All of this "rambling" led to some really (REALLY) incredible blessings—my beautiful wife and five kids, owning a successful business, having an amazing team, loyal and lasting friendships, and a career that I absolutely love. I LOVE what I do, but I didn't start this company because I had a 10-year goal and a business plan to back it up—I started it because 23-ish years ago,

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What to Look for When **HIRING A MARKETER** for Your Practice

We've connected hundreds of practices to the right marketer. Whether you have a dedicated marketing team but need to outsource a portion of the work, or you're a solo practitioner, and it's no longer practical to be the CEO, accountant, and marketer, here's what to look for.



A Marketer That Focuses on Leads You Want

Your marketing company should ensure that you're in the best position to get the kinds of leads you actually want.

Too many marketing companies focus on abstract numbers, like traffic. But the value of marketing is not in random traffic or winning the game of Page One. Yes, you do sometimes have to let your marketing experts do their "magic," but your marketing company should always listen to you and put you in ultimate control of what happens with your own business.

A Marketer Who Earns Your Trust

A really good marketing strategy takes time to build up. It doesn't happen overnight, and there aren't any guarantees, but trust is built by meeting you where you are and strategizing how to get you to where you want to be, realistically and sustainably.

Your marketing company needs to take your business as seriously as you do. They should keep earning your trust over time with reliability, transparency, and honesty.

A Marketer Who Knows What's Coming

The world of marketing changes fast. Practices that are on top of what's changing on the web and in the world are the ones that succeed. Look for a marketing company that is proactive about coming changes in SEO best practices,

algorithm updates, web architecture, ADA compliance, and other tech issues. They should help you understand why those changes are happening, how they might affect you, and what you can do about it.

A Marketer Focused on Sustainable Strategies

Your marketing company should create long-term, sustainable strategies that bring in consistent leads over time. It's great to have an ad or campaign that drives a surge of leads, but if you turn that off, can you rely on your strong, overall foundation to keep lead-gen flowing? People often think marketing is glamorous and fast-paced, but it is often the tedious, un-sexy details that can deliver real results over time. If your marketer relies solely on PPC or some other "one-trick pony" method, you'll be back to square one, eventually.

Ready to Find a Marketer That Works for YOU?

Our goal is to empower you with the truth about marketing. It takes hard work. It takes focus and commitment. It sometimes even takes a village. But, in the end, the marketing strategies you use should fit your practice and work to hit YOUR goals—no excuses.

Think Foster Web Marketing might be the marketing company you've been looking for? Reach out to us any time at **888.886.0939**. 



Be Like Nate Amendola and Find Your “ONE THING”

Nate Amendola, founder of Nate Amendola Defense (www.amendolallc.com), worked for years as a corporate lawyer at a huge international firm. But he didn't want to spend his life shuffling papers around to earn a paycheck! So, he moved away from the big city and out to Nantucket, where he opened his own firm.



This was a great decision for Nate, but he found himself doing a little too much of everything. He read *The ONE Thing* by Gary Keller—

one of our favorite books at FWM—and it suddenly clicked for him. He was doing fine as a “jack of all trades,” but he needed to home in on his own “one thing” that he could be REALLY good at.

Nate identified criminal defense as his new focus and cut the other “chaff” from his practice. His practice started growing beyond Nantucket, so he decided to move

his family back to Boston to enlarge his geographic focus. And, after a thorough vetting process, he launched his new criminal defense website with FWM.

The Sky's the Limit When You Have the Right Tools and Support

Everyone Nate worked with at FWM was timely, professional, and clear about what he should expect. When he got the first round of website content for review, he actually sighed with relief.

“I realized that you get it,” Nate says. “I knew I was in good hands.”

Of course, Nate's website was only the beginning. The Perfect Client Exercise showed Nate how to target the clients he really wants for his



Nate Amendola has done everything possible to set himself up for a whole new world of success. So, it's no surprise to us that he's winning.

new criminal defense practice, as well as what motivates them to convert. In his FWM coaching calls, Nate develops his ideas and learns about tools and tactics that make his plans go faster and work better. He's also been steadily building up his marketing machine with the Marketing Growth Plan and writing focused content that we optimize for him.

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A Growth Year

during a conversation with my good friend Ben, I saw a moment of opportunity and jumped on it. I mean, I didn't go into it *totally* blind, but I definitely didn't have a master plan! So in a lot of ways, I'm really grateful for this unbridled ambition I've always had.

But on the other hand, living “unintentionally” is also how I found myself at a loss for control. I didn't see myself falling into habits that I would come to regret. I didn't have a plan for what I wanted in my life, so in turn, I didn't have clarity about what I *didn't* want in my life, either.

And that “not-knowing” took me down some roads of self-reproach. I've been open and honest about my struggles with addiction and mental health, and I'll keep talking about it because it's important to destigmatize.

But, if you know me, you know that the past few years have been transformative. I've been working with Dr. Christopher Sendi to battle my addiction and, in turn, take control of my mental well-being. And looking back over the past two (almost three!) years, I can see that I not only transformed how I respond to what life hands me, but that **I have really started living with intention.**

I want to be more introspective, thoughtful, intentional, and make decisions on purpose. I know that will lead to growth in other areas of my life (and business!) because I'll be guided by meaning rather than coincidence or fate.

If you'd asked me 23 years ago who I'd be NOW, I wouldn't have thought that I'd be on this journey, thinking carefully about what I want from life and what sort of mark I want to leave on the world. But it's been a really remarkable process, and I want to continue to grow.

So I am going to spend 2022 focused on growth. I want to be more introspective, thoughtful, intentional, and make decisions on purpose. I know that will lead to growth in other areas of my life (and business!) because I'll be guided by meaning rather than coincidence or fate.

2022 is off to an uncertain start, but you can choose your next step! If you want to talk about your word for the year, I'd love to hear it, and hey (shameless plug here)—if you want to focus on the growth of your business, I'd love to help with that, too! Shoot me an email to TomFoster@FosterWebMarketing.com.

Here's to our collective success in 2022. 🌐

Dedicated to YOUR success,



Be Like Nate Amendola and Find Your “One Thing”

And he can always lean on our robust SEO and marketing services when the work is too much!

Overall, he's very happy with his website and our partnership, and

he reports that he's already getting more traction in local search results.

Nate has done everything possible to set himself up for a whole new world of success. So, it's no surprise

to us that he's winning.

Want to be like Nate Amendola? Think about your “one thing,” and visit FWManalysis.com to find out how to bring it to life. 🌐