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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



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

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 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 to get the additional \$300 off your Summit ticket.

Good Things Happen To Patient and Tenacious People

by Tom Foster, Founder and CEO at Foster Web Marketing

When I started making websites, I was doing it more as a creative hobby. I was not taught or trained how to do it, I just jumped in. I used cheap software programs to make websites for my friends and family—but they looked good and I got a lot of praise for some of those early designs.



Tom Foster with his family—the people who motivated him to keep going even when things got tough!

That hobby turned into something much bigger when I started the next phase of my career...

A Bridge to a Better Place

My mother-in-law owns a small court reporting business in Northern Virginia, and she offered me a partnership to help market her business. We began to offer "trial presentations," which were meant to help lawyers present their cases during trials and settlements. Nowadays, it's a conventional approach, but back then the technology was new and not yet widely available. I would network the courtroom so all jurors had a flat screen as well as the judge, witness, defense and plaintiff, and I ran it all from my laptop.

Most lawyers would wait until the very last minute to hire us. Frequently, I would get frantic calls on Friday afternoon for trials starting on Monday and then get couriered boxes and boxes of documents to scan and organize over the weekend. Then, more often than not, the case settled after I got everything set up in the courtroom, so I would not get the full payment. Good for my clients, but not so good for the guy who nearly killed himself to prepare for the trial that didn't happen.

Many weekends and family plans were ruined, but honestly, I was happy to have a job!

This Is When Everything Changed

I started marketing presentation services to our list of 700 attorneys in Fairfax via broadcast faxing! I offered a free in-person consultation to show how I could help attorneys win cases. Then I waited for the requests to roll in.

— continued on page 4

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.



THE “MUST-DO” ITEMS FOR A SUCCESSFUL MARKETING STRATEGY

*For someone running a full-time business, the idea of a marketing strategy can seem laughable. **When are you supposed to find time for marketing?!** The bottom line, though, is that it's got to be done!*

Dynamic Self-Syndication™ (DSS™) is software that I developed with my team of SUPER smart web developers, and it makes the huge task of managing a marketing strategy *actually doable*, and it's all on one platform! You can use these tips no matter what system you're using, but wouldn't you rather make life easier?

Let's talk about the “must-do” items:

- **Content:** You must create fresh, high-quality, and unique content to attract visitors to your website and establish your expertise. This is what starts the conversation with potential clients. Post opinionated blog posts, informative articles, and answers to questions to reach a broad range of people.

- **Email campaigns:** So you captured someone's interest enough to get his email address? Don't let him forget who you are! Email campaigns are a great way to remind your audience that they need your service, that you are the best at what you do, **and** get traffic back to your site. But your campaigns must be tailored to the needs of each lead. Don't send someone a book on divorce if she asked about car accidents.
- **Search engine optimization:** Did you know content is the #1 ranking factor for SEO? The second is technology—robust site architecture, short load times, meta tags, and an overall well-optimized website. We build our websites with the latest and greatest architecture for fully responsive designs that load quickly, and our SEO team ensures they are incredibly well optimized before you even launch. I don't mean to brag, but with DSS™, the dirty work—all the technical stuff—is done for you.
- **Review strategy:** Review websites double as local citations [read: more local SEO juice]. Getting GOOD



You can use these tips no matter what system you're using, but wouldn't you rather make life easier?

reviews is critical since those pages are going to show up in search engine results, and not to mention, *81% of people trust online reviews as much as word-of-mouth reviews!* The new feedback module in DSS allows you to generate feedback from your clients, and positive feedback will channel clients to a page where they can leave positive reviews! No need to worry: negative feedback will **not** encourage a negative review.

Want to know what else DSS can do for you? Right now, we're offering a free, live, one-on-one demo with our Happiness Director, Karen Hoff. Karen will show you all the awesome bells and whistles of DSS, but she'll also walk you through the best practices when using all of the awesome features. Sign up today at FWMdemo.com. Space is limited, so don't miss your chance! 🌐

Thank you for your feedback.

Thank you for your feedback. We appreciate your time and we honestly value your opinions. Our goal is to make our clients happy, so we'll use the information you provided to do just that. If you could spare another moment to review us on any of the following sites we would be exceptionally grateful!



DSS helps you get the feedback you need and the reviews you want!



Did I mention we have REAL people to help you if you have a question or feedback? Go ahead; call **888-886-0939**. Karen or Allison will pick up the phone!

Success Often Requires **SUPPORT**

In the competitive world of solo and small-practice attorneys, it can be hard to find support from other lawyers. Ben Glass doesn't just offer support; he encourages you to be the best possible version of yourself. Ben Glass is the kind of guy who gives people the chance to shine, and they tend to rise to the occasion.

Ben has been practicing law since he graduated from George Mason University's School of Law in 1983. This has given him plenty of time to test out different marketing techniques and fully understand what it means to market yourself as an attorney. It's also shown him that some of the best marketing ideas come from free thinkers who march to the beat of their own drum. This is the story of how Ben gave Tom a chance to shine, and helped him to implement some of his greatest ideas.

Tapping Into Talent

Ben may know better than anybody else what it means to develop your talents...

Since their first unsolicited fax exchange (see the article on page 1 for more info), Ben saw something notable in Tom. Maybe it was his conversational skills or natural marketing abilities. Whatever the case, Ben recognized Tom's talent and encouraged him to pursue it. Patiently, Ben worked to motivate Tom to live up to his potential. This is what makes Ben a wonderful friend and mentor. He motivates people to be the best they can be without pressure or judgment.

What Goes Around Comes Around

Once he developed the skills to create awesome websites, to successfully market a law firm, and to educate clients on best practices, Tom was able to help Ben's practice take off as well. By implementing Tom's out-of-the-box marketing strategies, Ben was able to stand apart from the hundreds of other attorneys in his area. It became a naturally reciprocal relationship: Tom and Ben continue to inspire



Tom Foster and Ben Glass talk marketing at the 2014 GLM Summit.

each other with their ideas and strategies, and in turn, other attorneys become inspired too.

In hindsight, it seems only natural that Ben would start up Great Legal Marketing (GLM), a business dedicated to helping other attorneys market themselves, build their practices, and attract the kind of clients they want. If it sounds familiar, that's because Ben and Tom still work together towards a common goal. They both want to create the most successful legal marketing strategies. They still support each other and refer clients to each other to better meet the needs of these attorneys.

Most notably, through Great Legal Marketing's Mastermind calls, summits, meetings, and educational material, Ben and Tom's rapport has built an entire community of lawyers looking to support each other.

GLM members bounce ideas off one another, encourage other attorneys, and share success stories to inspire each other. Because Ben is such a great motivator, he has a whole community of people who are now motivators as well. Ben Glass is the kind of guy who gives people the chance to shine, and they tend to rise to the occasion. 🌟



If you want the resources, information, coaching, and above all, support that Ben and GLM can offer, check out GreatLegalMarketing.com. Through the Gold, Diamond, and Mastermind program you'll get actionable steps to build your practice and clientele, and it's all coming from another attorney who uses the same information to market his own practice—quite successfully, I might add.

Good Things Happen To Patient and Tenacious People

The result? I got two responses. The first one was from a lawyer who sued me for **unsolicited faxing—that cost me \$750!**

But the second response was from a solo personal injury attorney in Fairfax. He asked me to come in. I was nervous when I went to his office. But he put me right at ease and we ended up talking more about marketing than anything else. He had been marketing his solo practice after leaving a big firm and going out on his own. He was really enthusiastic and not like any lawyer I had ever met or worked with before. We moved on to the subject of the Internet and he asked about my experience with web development.

Then he did something I wasn't expecting at all: he handed me a fat proposal from a big local web-consulting firm. The proposal was to create a secure intranet website for a group of the top personal injury attorneys in Virginia. This guy I was talking to was the organizer of the group, and the purpose of this website project was to share information confidentially online and in real time so they could help each other.

It was a big project and the web-consulting firm had quoted a price of \$15,000. I skimmed through it like I knew what I was doing—honestly, I had **no idea how to do it**—and said, "I'll do it for half."

We both laughed, shook hands and essentially the deal was made.

That man's name is Ben Glass, and for some reason he believed in me and gave me a chance—essentially changing my life forever those many years ago.



If you are "stuck," or simply want to do something different, I would encourage you to come to our 2015 Great Legal Marketing Summit this October 23, 24 (and 25 for my Boot Camp) and see what we have to offer.

When I left Ben's office that day, I knew two things: I had no idea how to do this project, but I knew I could figure it out. I drove to the bookstore and bought two big giant books on how to build dynamically-coded websites.

It took me a few months to learn enough to create and deliver the finished project, and Ben helped me do it. We presented it to the group and, as a result, several of those attorneys hired me to do their firm websites. Many of them are still with me today. Soon after, Ben pushed me to start my own business building websites for solo and small firms. This is when Foster Web Marketing was born...

and about the same time, Ben started Great Legal Marketing.

Since the day we met, we have worked together to help lawyers market themselves better. He actually cares about the success of others—especially "the little guys." Time and time again, I have seen him help others grow their business without expecting anything in return. He gets great pleasure from helping others. I don't know how many attorneys he has coached to become millionaire lawyers. And he did this all while raising his nine children and being home by 6 o'clock for dinner.

I stand in a long line of people who owe Ben Glass. I cannot thank him enough for giving me a chance and then pushing me to do things that I wasn't sure I could do. If you are "stuck," or simply want to do something different, I would encourage you to come to our 2015 Great Legal Marketing Summit this October 23, 24 (and 25 for my Boot Camp) and see what we have to offer. 🌐

Alongside my good friend Ben Glass, I remain dedicated to the truth about marketing,



Join Ben Glass, Tom Foster, and the Foster Web Marketing team for a weekend of intense marketing training at the Great Legal Marketing Summit and the Foster Web Marketing Boot Camp. We help you build a sustainable marketing strategy to boost productivity and profits! You can register at GLMsummit.com and FWMBootCamp.com.