



**FOSTER**  
WEB MARKETING

# THE CAPTAIN'S LOG

## EXPLORING THE FINAL FRONTIER OF MARKETING

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### IS YOUR PAGE SPEED FAST ENOUGH FOR GOOGLE?

*Google has already revealed that page speed will play a bigger factor in ranking your website when its new algorithm changes roll out in May. Do you know what page speed is and why you should care?*

"Page speed" is more or less just what it sounds like: how fast the pages on your website load. It's been a well-known fact that website visitors aren't willing to wait around while pages or page elements load. If it takes more than a few seconds, those visitors will be gone before it's done.

Google has been using page speed as a ranking factor since 2010, but it didn't apply to all the pages on your website—only the pages that gave "the slowest experience to users." However, starting in May, Google will look at things like how fast your website loads, how long it takes to become "interactive" for the user, and how long elements are visually shifting around on the page as they load.

**If you want to learn more and get your page speed up to warp speed, reach out to us!** We'll make sure you're prepared for the changes ahead. Get your free website analysis at [FWManalysis.com](http://FWManalysis.com) or call **888.886.0939**.



## How Do You Get it Done?

# Is it an **ODIOUS TASK** or an **INCREDIBLE OPPORTUNITY?**

*In the end, It's All in Your Mind...*

by Tom Foster, Founder | CEO

***Do you dread working on your marketing? (The one thing you actually have some control over that's the key to increasing sales, which in turn increases your revenue, and in the end, gives you the money in your pocket to take care of your family.)***

Is there one task in particular that you really hate? You don't have to pretend (or lie to yourself anymore). I get it. We all have stuff we hate doing. Some days, even I hate marketing. We ALL struggle with this. More specifically, I often hear from the doctors and lawyers I talk with:

- *I don't have time to write the content I need to.*
- *I have no clue how to make that landing page convert better.*
- *I have to get the newsletter ready.*
- *I have to send new emails to my list.*

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# How Can You Create EFFECTIVE SUBJECT LINES for Email Marketing?

***It doesn't matter how relevant and compelling your email content is if people aren't opening your emails in the first place. Are your subject lines the problem?***

The subject line you choose for your email is one of the first things your audience will see as they scan through their inbox.

Ultimately, subject lines are a key part of what captures attention, motivates people to open your email, and makes them want to learn more. They may only consist of five or ten words, but they are a powerful part of email marketing success!

Before we get to the fun part, let's talk about some of the most basic guidelines for crafting an effective subject line:

- 1 Don't use spammy words or punctuation.** Stay on the safe side by avoiding excessive punctuation, buzzwords like "free" or "guaranteed," words in all caps, and anything else that might be read as too sales-y in your subject lines.
- 2 Keep it short.** While opinions vary on exactly how long your subject lines should run, the consensus is that concise is typically better. Shorter email subject lines tend to be easier to scan and understand.
- 3 Experiment and evaluate.** Email marketing lets you hone in on narrow target audiences that are highly specific to your goals, so it's important to track and test different ideas until you hit the "sweet spot" for your perfect clients. You might try a few different subject lines for each email campaign and see what performs best.

Once the basics are locked down, it's time to think about what you can say that will introduce your email content and compel readers to click.

Here's a quick exercise that we recommend to get you started:

- *Open your favorite magazine, blog, or article site.*
- *Write down a few headlines that jump out at you. For this example, let's say you wrote down "Nine Disturbing Facts About Milk."*
- *Break each headline down into a formula. For example, "[X] [Adjective] Facts About [Topic]."*
- *Under each formula, construct a few potential subject lines based on your practice areas. For example, "Five Honest Facts About Auto Accident Claims."*

This exercise will definitely give you a good idea of current trends and general expectations, but it doesn't have to be the limit of your creativity. Don't be afraid to use pop culture, questions, etc. to attract attention.

**Do you need help writing stronger subject lines? Schedule a free analysis at [FWManalysis.com](https://www.fwmanalysis.com), and we'll help you craft emails that bring you more business.** 🌐





# Knock it OUT OF THE PARK by Building on Each Marketing Success You Earn



Edward Littlejohn

*Edward Littlejohn, founder of Littlejohn Law, LLC, made the decision to get on top of the marketing for his firm, so he turned to FWM for guidance. Over his first six months with us, he actively*

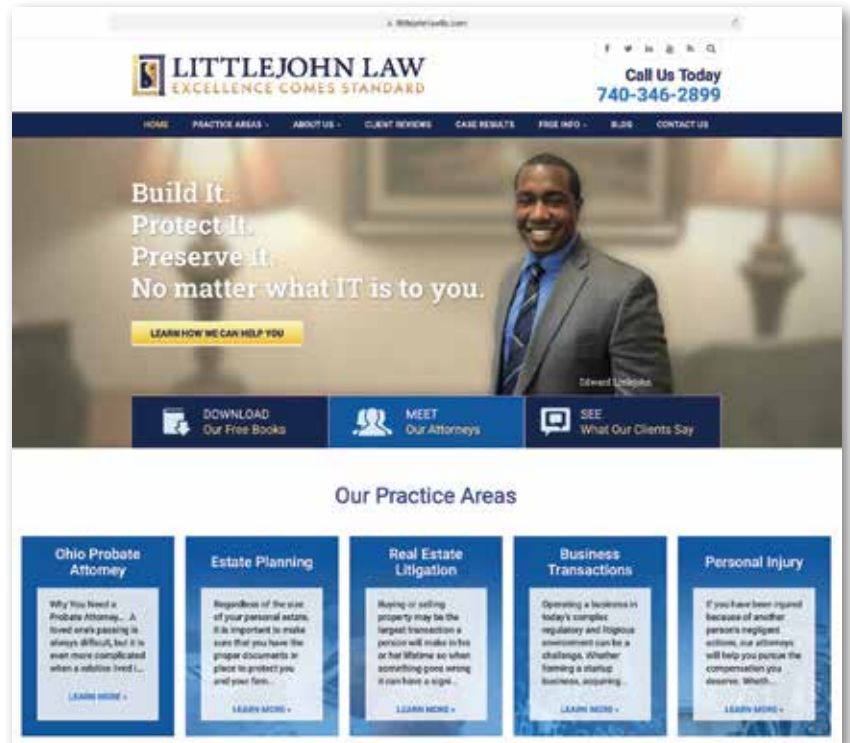
*worked to expand his know-how and build on each success he earned. Now, he has a fully functional and sustainable marketing strategy that continues to expand his practice and bring in new leads and clients for his firm.*

**Why did it work for him?** Getting the website and tools to market your firm is one thing, but putting together the strategy and focus to make it a powerhouse for your law firm is the real key to making it work for you.

Ed Littlejohn has been impressively successful because he didn't sit down and quit once his law firm's website launched and things started working. Instead, he kept on—and keeps on—pushing to get the most out of each forward move he makes.

**Want to do the same for your law firm?  
Check out how he did it.**

Ed equipped himself with an FWM website and DSS, and



**Ed Littlejohn has been impressively successful because he keeps on pushing to get the most out of each forward move he makes.**

he started monthly strategic coaching calls with Tom Foster. Their first few calls had him charged up and newly ready to take on the task of marketing his firm and growing his practice.

Ed and Tom worked through all the parts of a sustainable growth plan—customized to Littlejohn Law—that built on what he was already doing with his new website. Over those first six months, there was no one huge thing that he or Tom did that made his digital marketing plan successful.

Instead, it was all about steadily building out and tweaking the “blank slate” he started with.

Not sure just what your marketing needs? Schedule a free analysis at [FWManalysis.com](http://FWManalysis.com), and we'll tell you what needs to be done to turn your business around. 🌐

## How Do You Get it Done? Is it an Odious Task or Incredible Opportunity? In the end, it's All in Your Mind...

Now, I'm not going to say you necessarily have to be overjoyed about doing something you don't like doing. That's just not realistic. But, if you know you have to do it, the dread and foot-dragging only make it WORSE in your mind—and a lot easier to put off until "later."

**How do you make it better?** Sometimes, you have to be a little more intentional about how you think about your marketing tasks. And, if that doesn't work, you just might have to find some little ways to "trick" yourself into doing the things you know are good for you. *That's what I do, and I learned it from guys like Ben Glass, Dave Frees, Jay Henderson...*

### 5 Ways to Do the Things You Dread

**1 Understand your "master plan."** Marketing is a complex machine. It's easy to look at one cog or spring and feel like it doesn't do much for the whole. But, when you try to skip that part or take it out, that imperfectly oiled machine can go even more haywire. That's why you need to approach those small tasks with an understanding of how they fit into the big picture—your "master plan" for your marketing. Your endgame—always think with the endgame in mind. You'll be more motivated to do the tedious tasks if you recognize them as parts of your business's overall success.

*Sometimes, you have to be a little more intentional about how you think about your marketing tasks. And, if that doesn't work, you just might have to "trick" yourself into doing the things you know are good for you.*

**2 See opportunities instead of tasks.** When you're wrapped up in the day-to-day stuff, it's easy to focus on how much you hate doing the work instead of how much you love seeing the results. The trick is to reframe the mindset from "I have to do this for my marketing" to "this is an opportunity to achieve my goals." Every piece of the puzzle is something that you choose to do to grow your business and bring in more clients, patients, customers. It's the kind of work that puts you in control of your future!

**3 Set the stage to get it done.** Set aside a space and time to do the tasks you hate. Block it out on your

schedule. Get a fresh cup of coffee and put on your favorite music. Give yourself a reward afterward to celebrate your victory. Do whatever you can to turn it into a pleasant experience instead of something that sucks. If you keep it up, it's like Pavlov and his dogs—only it's more like, every time you put on *Back in Black*, you feel like knocking out some great content!

**4 Hold yourself accountable.** You're more likely to stick to your workout if you have a workout partner, and you're more likely to stick to your marketing routine if you have a marketing partner. So, get into coaching. Join a mastermind group, or just partner up with a friend that needs to get on top of their marketing, too. We can be your coaching partner!

**5 Break it down into smaller "bites."** Part of why people avoid doing things is because they seem too big, complicated, and confusing. So, think smaller. When you mentally break it down into more approachable "bites," you're more motivated to get it done—one piece at a time. Schedule it and give it a deadline.

And—**bonus tip**—if you REALLY can't stand a particular task, just get someone else to do it for you. Seriously! Nearly every successful business does this to some extent, and there's no bigger load off the mind than to just put it in someone else's fully capable hands.

Finally, **here's a hack for humans:** I'm kinda old school, but I absolutely love writing down the things I have to do each day in my book (journal). I do it as neatly as I can, and sometimes I will even make a little check box that I have to check off. Every time I do something on that list, I check it off and get a dopamine hit. It's so easy to do and so effective at getting me to just "get er done." 🌟

Dedicated to YOUR success,

