

“How I’ve generated millions of dollars of revenue from new clients and customers using this simple but powerful

## **DSS™ WEB MARKETING SOFTWARE AND THE SUCCESS SITE™ WEB SITE SYSTEM**

**And how it could make you \$1000s of dollars per month or more... right now, without stress, excess work, and without risk to you.”**

Dear Fellow Attorney & Foster Web Marketing Newsletter Subscriber:

I’m a DSS and Success Site system user, and I have generated millions of dollars in legal fees. I want to tell you more about that and how I do it, but first a quick but important story...

25 years ago I made a radical, and some thought crazy, decision....

I left a high paying job with a big law firm and decided to create my own practice **and** a new business in an era when the economy was hideous, law firms were hurting, and I already had my own business selling a resume service to college and grad school students.

To make it seem crazier, I had one baby on the way (and two more coming in the future).

My wife also left her job as a systems analyst to become a chef and later left her job as a chef at a celebrated restaurant to start her own catering business.

You wouldn’t believe the stuff we did, the ads I ran, the marketing we did, and the things we tried at and failed...

I tried practice with another smaller firm, left and formed my own.... from scratch. I was still tending bar to make ends meet and to get money for marketing these businesses. Gradually, I became more successful with my marketing. And I started helping others with their marketing both online and offline.

Then I formed a business speaking at conferences and conventions and teaching persuasion skills, negotiation, and marketing.

My wife ran her catering company for years, but when our second child came, it was too much and she became a breastfeeding counselor and later a lactation consultant to help other moms. She also became successful doing what few women can – being a mom and a businesswoman doing what she truly enjoys.

I later wrote a book and Steve Forbes, Editor-In-Chief of Forbes magazine called me a “Grand Master” of communications skills. I also co-wrote a book with Scott Peck, Donald Trump and many other business leaders and Elite books called me “...one of the fifty most influential business thinkers.”

So I had become a lawyer, author, speaker and a savvy marketer, and as my kids got older I spent entire summers away with them in exotic and alluring spots including Australia, New Zealand, Greece, southern France, and the UK.

I’d mastered the art and science of bringing in fresh new clients each month. I made the “phone ring.” But it was hard.

AND my life and my business and practice became chaotic and exhausting.

It wasn’t for a few more years that I finally found something even more powerful: a state-of-the-art web marketing system, and while it seemed like everyone was using it, they weren’t.

**Most businesses think that they’re marketing and using the web to drive new business... But they’re NOT.**

And with this system, and this new knowledge, I was making more money in my law practice and in my businesses than I had ever anticipated and my wife was doing the same in her business.

You see, in a remarkable turn of events I gradually met and became friends with an unusual and remarkable group of people.

Although initially there were only 8 people in the group; they almost all became millionaires, built great companies, and started living life on their terms and in the way they wanted to.

Among the group were several brilliant direct response marketers, some brilliant lawyers and marketers that worked with professional

practices, and TOM FOSTER, the owner of a software and internet company that developed and then honed one of the most remarkable tools for building and transforming a business or professional practice – DSS (Direct Self-Syndication).

More on that in a minute....

The group's purpose was simple: Make money ethically and by providing high value while **creating a business or practice that builds wealth and an excellent quality of life.**

And man, with the help of Tom Foster and his fledgling Foster Web Marketing (FWM) team did they ever.

But the group and Tom's customer base was very exclusive. For one thing, he never really advertised. And, because the team of coders, SEO savvy experts, video creatives and others were all marketing savvy, they were expensive and each system and website they built was hand crafted and fully customized. They had all the work they could handle.

In fact, because he helped us so much, in this little group we kept pressuring Tom to move into bigger and better offices so he could build the company and reach more customers like us.

We all benefited from this amazing DSS system that Tom developed and **we all used it to build our businesses and practices, to simplify our marketing chaos, and to improve our lives.**

Well... as time went on I found a unique way to work with Tom and his team to make these tools even better.

We started to co-ordinate with other members of this astonishing group and Tom was able to create a system that was 1) better than ever, 2) coordinated both online and offline marketing, 3) was years ahead on using video for marketing, and 4) **made all of this very easy to use**

Better yet, when we wrote articles (or had them written for us), or made a video, this content worked for us to bring in new clients for years on end. Now don't get me wrong, there are things you have to do. But, DSS leverages and magnifies your marketing efforts.

**Based on all of his experience, and our experiments, Tom has now assembled a team that will allow him to quickly, easily and, for the first time, inexpensively provide this software and web marketing system to a larger but still limited number of law firms.**

As I said, I've used this system to really transform my practice and to bring in clients who value my work, want to pay my fees, are a great match with my staff and our style...

So I use the system, but what amazed me, right from the start, is how easy it is to use...

So with FWM's help I went from mastering the art of getting clients to the art of getting more profitable clients and reducing the stress of a crazy, busy practice.

For example, **in one six week period I got three clients** - directly from instructional videos I posted on my site using the DSS system. These clients paid for over two years of membership in the DSS program.

In one day, when testing a new report we got work worth 2-3x the price we paid for the month.

So if you need more business and more clients, then DSS may be for you. But if you're looking for a way to calm the crazy stress and to make your practice serve you (rather than the other way around) then you should be looking at DSS and the Success Site™ System.

Now if you're like me, a healthy skeptic, then you're probably saying this has to be hard or very expensive.

**But, the fact is that anybody can use this system.**

**You don't need a webmaster.**

**And it's free if you earn more than you pay for it each month.**

DSS has full time support and it's so easy to use that you can do it yourself, teach someone in your office, or have the FWM team do it for you (for a reasonable additional fee they provide all content, SEO, social media, video, everything you need).

**You Don't Need A Video Studio.**

You can shoot your own videos, post your own blogs and customize content to your particular market almost instantly - from your home or your office.

Want to post really high quality videos that magnetically attract perfect clients and prospects? You can do it yourself or you can have the folks at FWM do it for you. They have an awesome green screen studio and Emmy Award winning producers.

Want to star in your videos? Fine. Want an attractive spokesmodel, or grizzled older TV personality or celebrity to do them. No problem.

**You Don't Need To Hire Someone To Post Your Blogs and Change Your Site.**

Believe me, you can do all of this and much more after a few hours of training. But, if you're like me, you will want to spend less time on things that you can hire someone to do for \$10-\$15 per hour and focus on doing work from \$300.00 -\$1,000.00 per hour (which I prefer).

So some people hire a person to prepare reports, post blogs or even to write content. Others hire the Foster team to do it. It's up to you!

But whatever you decide to do, DSS makes it easy, efficient and measurable.

Want more information on DSS and a complimentary strategy session full of information you can use – right now – with or without this system? Call 888.902.6810.

My name is Dave Frees. I'm a trust and estate attorney in Pennsylvania and I'm dedicated to a couple of important things:

- I want to bring the highest value to my clients.
- I want to help other people.
- I want to take the best possible care of my family, and that requires me to work hard and to build wealth.
- I don't want my practice to be all consuming.
- I don't want to work so hard that I don't see my wife and kids.
- I want clients that respect me and who value what I do for them.

DSS and FWM have helped me to make my marketing way more efficient, effective and leveraged.

And as I have spent time and money testing many of my marketing skills, theories, and ideas, I have been able to help Tom and the FWM team make their DSS system and company even better (which serves me better!).

They have hundreds of lawyers using this system and the knowledge they develop and refine is constantly being used to make the experience better for the lawyers and their clients.

Just below I'll describe some of the things I've done to market my practice and how DSS makes marketing simpler than ever. But I also arranged with FWM for you to get a strategy session on marketing your own practice and a competitive analysis of how you're doing in your market and with your specific competition. To get that consultation just call 888.902.6810.

And if you'd like to know more, here's a list of some of the ways I've used the system and the benefits it delivers:

- **I can add and update a variety of content at any time.** It is easy to add your own content and DSS makes it simple for you to optimize by adding keyword-rich URLs, page titles, meta descriptions and content to my site.

- **Built-in blog right on my site.** No need to maintain a separate website to host my blog. FWM has put all the features and functionality of a blog built right into your site!
- **Analytics for every page on my website.** Never again wonder if a page on your site is getting traffic. In DSS the analytics are built right in so you can see the page visits, time on page, bounce rate, and other key metrics without having to install any codes or use confusing analytical tools. DSS gives me the information I need to optimize every page of my website. This is an awesome tool because I can see what is broken and fix it!
- **I can EASILY add free offers to insure conversion.** DSS has built in functionality so I can add as many free offers to my website as I want. Since my website is designed to attractively display my offers, I can tailor my many books, reports, DVDs, CDs, pamphlets or other offers for my perfect client.
- **Built-in follow up campaigns.** Do you have a book, report, DVD or other offer for visitors to your website? DSS will let you easily set up and manage a follow up email campaign for every offer on your site! Don't let valuable contacts slip away like most attorneys already do.
- **I get IMMEDIATE lead notification.** My leads are precious and in many cases time is of the essence. DSS is designed to send me or somebody in my office an email every time I get a lead from our website. We blow our prospects away with how responsive we are by contacting them as soon as they complete a form or chat with one of our operators.
- **I know where my best leads are coming from.** Our contact log shows me details about where my leads have come from, what search engine they used, keywords they typed, and even how they contacted us. DSS even captures information from live chat and toll-free number providers so we get a more complete picture of our online marketing efforts.
- **I can create, manage and send my email newsletter right from DSS.** It's so easy to send an email newsletter populated with links to content on our site that is sent to our database. The best part about sending out newsletters that link back to our website? We drive up the return visitors to our site, a metric that helps to signal to the search engines that our site contains valuable content (That's a FREE Tip!).
- **I use their AWESOME Video Studio.** I shoot my own videos in many cases and publish them to my website and YouTube directly from DSS, but sometimes I want to post really

professional high quality videos. FWM has a very nice studio and they help me when I need to create high-conversion videos for high traffic landing pages on my site. You can do it yourself or you can have them do it for you. They have an awesome green screen studio and Emmy Award winning producers!

- **My mobile website is SYNCED with my main website.** Our mobile website displays the SAME content as my main site, something that search engines like to see. I don't have to do anything to maintain my mobile site – any update I make to our main site through DSS is reflected on the mobile site immediately. I LOVE the efficiency!
- **I connect with other users in the DSS Forum and the “DSS User’s Group.”** DSS has its own built-in forum so I can often find answers to my questions or post a question of my own. The DSS User’s Group meets once a month and I really learn a lot from these webinars.

As you can see, the sheer number of benefits, marketing tools, and profit centers that the DSS system creates is massive and effective.

### **But here’s the thing...**

Now that I have successfully developed these techniques with the Foster Team, I’ve been hired to coach other lawyers to get similar results, or better, results.

And when I work with these firms, one of the first questions that I ask is:

“Do you have a Foster Site?”

If they say yes, we are off to the races, higher profits, and to a life and practice that they desire. I can show them right away how to start harvesting the “low hanging fruit.”

If they don’t yet have a Foster site, then that’s the first order of business. Get one

And now, having a Foster site is easier and way less expensive than ever before!

If you’re interested in how Foster sites have helped me and



[www.fwmsuccesssites.com](http://www.fwmsuccesssites.com) or call 888.902.6810

Because Tom's strategists have a limited number of consulting sessions, the first 15 to book a success strategy session will also receive a copy of Tom's link building DVD.

To be honest, my decision to tell you my story was difficult. I grappled long and hard with the issue.

I thought, *"Why should I share any of the secrets that cost me millions of dollars to learn through trial and error?"*

But, I knew I had to do it. Tom and his entire team at FWM have created a way of delivering the best web marketing system available and have helped me to make a successful and awesome practice that supports me in the way that I am accustomed. The hundreds of attorneys and other businesses that consult with me on their marketing all ask me the same thing, "Who does your website?"

Of course you know the answer, FWM does...

## **And they might be able to help you too!**

In essence, I owe them a debt of gratitude. And you owe it to yourself to learn some of the secrets that have made me so successful and to use their DSS system to transform your own business, practice, and life.



Best Regards,

Dave Frees

From my little ranch in Cave Creek, Arizona

P.S. Over thirty clients (when they called for appointments) referenced one video I posted using DSS in the last year.

P.P.S. To see what other lawyers have to say and to learn more about the FWM Success Site™ Website System go to [www.fwmsuccesssites.com](http://www.fwmsuccesssites.com) or call 888.902.6810 right now.

P.P.P.S. The first 15 attorneys to book a strategy session will also receive a copy of FWM's Link Building DVD at no cost!