



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

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Volume 5, Issue 7

July 2012

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

*“I am a client of Foster Web Marketing for several reasons. First of all, the prompt personal connection. Second of all, the excellent service. And third, the results. For Ohio, we are rated on page 1 on Google for almost every search term that we deem appropriate. And therefore, we are extremely pleased at the results and the service in order to achieve this excellent result.”*



**Charles Boyk**

Charles Boyk Law Offices, LLC  
[www.charlesboyk-law.com](http://www.charlesboyk-law.com)

Check out [www.FosterWebSuccess.com](http://www.FosterWebSuccess.com) to hear what our lawyers have to say about us!



## 5 WAYS to Use the Cloud for Your Business

*By now you’ve probably heard about the Cloud—a mysterious new type of online service that places your information on a server and allows you to access it from multiple devices such as your work computer, your laptop, and your smartphone.* While many people understand that cloud computing makes storing personal files, music, and pictures easier, fewer people understand how cloud technology can help their small business.

*Let’s take a look at how the Cloud can improve your business in five different ways:*

- 1 Run your business from anywhere.** The major advantage of the cloud is that you can access and update files from anywhere, making it easier for today’s business owners to get things done whether they are in the office, at home, or out with a client.
- 2 Save your business money.** Cloud computing is relatively new, but several companies are already using it to save money by not having to buy or rent servers to store their data.
- 3 Added security.** Contrary to what you might think, cloud services are often safer and more secure than keeping your data on work computers. If your business network goes down, you could lose everything (or at least lose a lot of office time). In the cloud, your information is safe, private and accessible.
- 4 Improve time and task management.** Certain cloud apps are designed to bring teams of people together, whether they are in the same office or across the world. Groups can share documents, plans, to-do lists, and outlines—and literally be on the same page.
- 5 Improve your money management.** Cloud technology like QuickBooks allows you to give your accountant an ever-changing and up-to-date look at your finances, while other fiscal cloud apps help you track company car mileage, receipts, and other expenses company wide.

Cloud computing is so new that we are far from done with exploring the different ways that companies can utilize cloud technology to save money, improve businesses, develop new marketing plans, and streamline projects. When it comes to the cloud, the sky is the limit.

*Interested in the cloud but want more information? Give us a call at 888.886.0939 and we will be happy to answer your questions!*



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**DYNAMIC SELF-SYNDICATION**  
**ATTRACT | CONVERT | RETAIN**

## WHAT'S NEW IN DSS?

**Have you ever wished that you could manage your contact information right in DSS?** Well, we've been hard at work adding some pretty amazing contact management functionality to DSS. Our goal is to give all of our clients a basic but robust way to manage client lists, set up and send out follow-up email sequences and track ROI. This is a HUGE change for us, so expect to hear much more about these new features!

**Do you get excited about data? Well, we sure do!** Our Research & Development team is working on the best way to incorporate data from SEOmoz, MajesticSEO, Google Analytics, Bing Webmaster Tools, Avvo and our own analytics tracking efforts into DSS. Why? To give you the data you need to guide your marketing efforts. We have a massive amount of data at our fingertips, and our challenge now is to turn this data into useful, actionable info for you. We may even have a few tricks up our sleeves when it comes to tracking your competitors!

**The next time you're in DSS, check out the header—** we've added the new DSS logo, and we've also integrated our Shopping Cart into DSS! Now you can easily buy content, link building packages, site upgrades and more with the click of a few buttons.

**Struggling to make DSS work for you?** Make sure you're taking advantage of our FREE FWM marketing coach program. We'll meet with you once a quarter and help you get a handle on your marketing efforts!

**Hired an outside SEO or content team?** Don't let them struggle — contact our Customer Service team and get them trained on DSS — for FREE. That's right, we are so dedicated to your success that we'll train other companies how to use DSS so you'll get your money's worth out of their time and effort.

*Stay up to date on the latest and greatest from DSS by following us on*



[www.Facebook.com/DynamicSelfService](http://www.Facebook.com/DynamicSelfService)



[www.Twitter.com/FWM\\_DSS](http://www.Twitter.com/FWM_DSS)

# 7 Ways to Be Active in the Community (And Better Your Public Image)

*Many of our clients will ask us how they can get more local exposure through online marketing.*

While we have plenty of strategies about how they can target local audiences on the web, we also let our clients know that one of the best, time-tested, and rewarding ways to boost your business locally is to step out your front door and start meeting the people around you.

*Here are seven ways to start:*

**1 Take your hobby public.** If you like to run, pick a local race to participate in and sign up for a training group. If you like to quilt, stop working alone in your living room and join a quilting circle. You get the idea.

**2 Give what you can.** It's a given that there are those who need your help in the community—and that there are multiple organizations and non-profits that strive to make your community a better place. Get involved with charity events, auctions, dinners, and other activities that allow you to have fun, feel good about yourself, and give back to your city or town.

**3 Volunteer.** Volunteering is an even more hands-on way to help your community and to meet lots of key community members at the same time. Pick something you enjoy—coaching a team, tutoring, mentoring, house building—and don't look back.

**4 Throw a great party.** Do you know your neighbors? Make sure that you do by throwing an annual barbeque, holiday party, block party, or other event. Make it a point to get to know everyone on your street.

**5 Get active in the schools.** If you have school-aged children, working in and with the school system can be a great way to connect with other parents, spend time with your kids, and meet outstanding people in your community. Go to the big games, spend time in the classroom, go on field trips, attend PTA meetings, and ask your kids' teachers how else you can help.

**6 Teach a class.** Teaching at an adult learning center or a community college is a great way to meet lots of people and to establish yourself as an authority in your town.

**7 Go to public events!** Visit the farmers' market, an outdoor concert, or a local play. They all sound like nothing more than fun things to do on an evening or weekend off, but they are great ways to be seen, bump into acquaintances, and chat with new friends.

It may not have concrete results like a pay-per-click advertising campaign, but getting active in your community will pay off for years—or even decades—to come. Just wait for the first case you get from the parent of someone on your daughter's t-ball team who happened to remember you were an attorney when she needed legal help.

*For more ideas on how offline marketing can help boost your business feel free to give us a call at 888.886.0939.*



*Do you know your neighbors? Make sure that you do by throwing an annual barbeque, holiday party, block party, or other event.*



## Staff Spotlight: Pauline Merritt

Although Pauline at first describes herself as a “boring bean counter,” a look into her everyday tasks, responsibilities, and duties at Foster Web Marketing reveals a much tougher job—in fact, a much tougher collection of jobs that ranges from financial matters to human resources to overall company operations.

When she’s not at work, Pauline enjoys spending time with her two “beautiful, amazing, and athletic boys,” ages 12 and 7, who spend much of their time dragging their parents to various baseball and hockey travel league tournaments across the region.

Her official title is Director of Finance and Human Resources, but Pauline’s more apt job description might be “finding the biggest fire and then putting it out.” With a background in accounting, marketing, management, and technology, she is well equipped to wear a number of hats—even in the same day—as she budgets and plans, takes on HR duties, manages aspects of the office, and analyzes the general direction of the company.

What does she care about

most? Foster’s successful development, the satisfaction of the clients, and counting all beans correctly, of course.

When she’s not at work, Pauline enjoys spending time with her two “beautiful, amazing, and athletic boys,” ages 12 and 7, who spend much of their time dragging their parents to various baseball and hockey travel league tournaments across the region. Although she and her husband George are often forced to divide and conquer their kids’ extensive school and sports activities, they

“sometimes run into each other,” like when George drops by the FWM office to lend a helping hand. When she does have time to herself, Pauline enjoys scuba diving, biking, and spending time with family and friends.

What does Pauline like most about her job? “Everyone who works at Foster Web Marketing and Fairfax Video Studio. Our people are really what makes Foster a home and what makes the company the success that it is—everyone working cohesively and with a central focus and common goal.”

## FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

## Q: What Is Ghostery and Why Should I Use It?

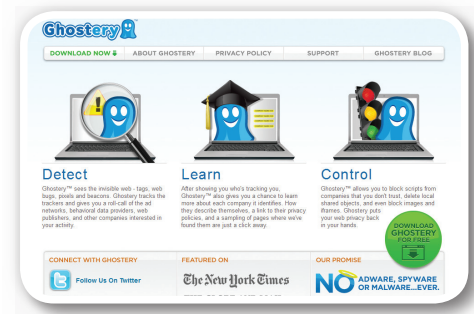
**A:** Ghostery is a free internet browser extension that allows users to view “invisible” information on the web, track companies that are tracking their web behavior, and control your web exposure by blocking certain companies’ scripts. Put much more simply, Ghostery is a great tool for learning more about your web activity, the people who are interested in your web activity, and how you can gain more control over your privacy.

Here are a few examples of what you can do using the Ghostery browser extension:

- Find out which companies have code on the page you are visiting
- Learn more about the companies that are tracking you (and their privacy policies)
- Block page elements from loading if you are not comfortable with them
- See web bugs, cookies, and beacons on your page that are usually invisible to users
- Understand who is learning about your online behavior
- Better control your online privacy
- Control the marketers and ad companies that have access to your browsing information

**Why should you use Ghostery?** Your personal information is valuable and it is always good to be educated about who is tracking your behavior and what they are doing with the data they collect from you—data like you age, income, location, sex, medical history, profession, and lifestyle habits. Using Ghostery can also help you understand how online marketing and ad companies work to get the business they are looking for.

Curious to see how DSS can also help you track how people are interacting with your site? Give us a call at 888.886.0939



Ghostery is a great tool for learning more about your web activity, the people who are interested in your web activity, and how you can gain more control over your privacy.

# WARNING!

**“Don’t Read This If You’re Already Resigned To Settling For a Mediocre Profit From A Chaotic and Time Consuming Practice That Should Be The Source of Your Perfect Life!”**

**But if you’re looking for a steady stream of new and profitable clients that respect and value you then by all means....have at it.**

## Dear Friend:

At Foster Web Marketing we’ve helped hundreds of lawyers transform the way they practice law, find clients, get referrals from those clients, AND keep those clients and the profits that come from using our advanced marketing techniques. And, in case you’re wondering, we created the software that many of the nation’s best lawyers are using to drive their success. We have a community of the savviest lawyer/marketers who help us to help you.

## **Nothing makes your life better, and your practice more valuable than a simple, easy to use software**

that gives you all of the tools you need to magnetically attract the right kinds of cases and clients. You’ve been around and studying effective marketing long enough to know, that the lawyers who are truly successful, have truly balanced lives, and truly valuable practices, make marketing a process— NOT AN EVENT. Their marketing systems are designed to attract, convert, and retain clients.

And our Dynamic Self-Syndication (DSS) software now does that better than ever and better than any other system available. And it now does this for you at a fantastically affordable price.

## **Already a Foster Web Marketing client?**

Then upgrade your entire web site for a fraction of what you’d expect. When you do, you’ll automatically get the benefits you’ve been craving. Go to [FWMUPGRADE.com](http://FWMUPGRADE.com) or call 888.886.0939 for the specifics and to upgrade NOW!

## **Not yet a client?**

Then go to [FWMsuccessSites.com](http://FWMsuccessSites.com) or call 888.886.0939 to learn from our attorney-clients (who are already proven winners) on how to totally transform your web presence and your marketing to:

- 1 Get a radically higher ROI on every marketing dollar you spend
- 2 Own the best way to get clients that like, respect, and value you—and who want to pay
- 3 Discover how you can “**work once**” and get profit from your efforts over and over again
- 4 Get a modern, fast, effective, high quality, and customized website that makes video, web marketing, email, reports and more easier for lawyers than ever before.

## **How much money have you left on the table? How much have your competitors taken from you?**

**Stop it now.** Being complacent isn’t working. Start getting what you deserve with a proven system, web presence, and kick ass tool that drives your success—and may pay for itself with as few as one or two new clients.

**Want even more performance and an even better deal? If you order either an upgrade or a Success Site you will get a simplified mobile site at a super low price of \$350. Better yet, become one of the first 25 to order and get a mobile site for free!**

Ready to get started? Call 888.886.0939 today! 🌐