



FOSTER WEB MARKETING

We invite **10 CLIENTS** to take advantage of our
WEBSITE RENOVATION SPECIAL...

Act NOW to reserve your place in production

No doubt by now you have seen or heard about the **CNN Interview** of Foster Web Marketing client and GLM Mastermind Member **Chris Davis of Davis Law Firm** (InjuryTrialLawyer.com) in Seattle. **Anderson Cooper** interviewed him along with Surgeon General Dr. Gupta on his show AC360 in regards to the unfortunate skiing accident ultimately resulting in Natasha Richardson's death.



Although the circumstances are very sad, what you may not know is how this interview came to be... Turns out that the CNN producer who invited Chris on the show **found Chris's FWM blog through a Google search.**

Chris was found by CNN because he has faithfully followed and proactively executed the integrated web presence strategies as taught by Foster Web Marketing.

WARNING:

If you are not interested in

**DRASTICALLY INCREASING THE KIND OF CASES YOU WANT
THROUGH THE INTERNET,**

Please stop reading and shred. I don't want to waste your time.

Ok, you're still reading, so you must want to know how Chris Davis appeared on CNN and many other TV and radio broadcasts and exploded his business...

Here it is in a nutshell:

- Organic indexing of the content found on Chris's web sites and blogs.
- The quality and detail of the content on his website showed why Chris had achieved his reputation as an extremely successful personal injury attorney specializing in brain injuries.
- Further inquiry into Mr. Davis's "Online Reputation" through social media portals such as **Facebook, Twitter, and AVVO** produced information that ALSO revealed he is an avid skier.

But that isn't the WHOLE story...

AND THIS IS WHAT YOU NEED TO UNDERSTAND OR YOU WILL BECOME OBSOLETE...

After the interview, Chris asked the producer why they picked him. What was it about Davis Law Firm?

It was simple, once the producer found Chris's website, they were ***totally impressed with every aspect of it***. They were specific to mention about the wealth of such useful consumer based information - written and video – presented visually very well - easy to navigate and read. They were also impressed that Chris has had experience being interviewed on TV before – once again this was found on his website.

Makes Perfect Sense, Doesn't it?

It's no different than how a potential client reacts... After all, what happens when a prospect (client, media, referral) is looking for your services? Do you know?

1. They do a web search, most likely in Google.
2. They are presented with a list of websites that Google believes has content that matches the search inquiry.
3. They click on several website links to preview them.
4. They compare:
 - a. Information - written and video content provided on the site – is it informative and helpful?
 - b. Message - is this attorney really interested in helping me with my problem or only out for himself?
 - c. Visuals - is this site fresh and current?
 - i. *The visual aspect of the design is critical once a visitor arrives. You want your design to look like a Starbucks and not a 7-11.*
5. IF they choose your site they will research you and your firm on Google and all other online services THEY may use – not just what you use.
 - a. Yes – this is Facebook, LinkedIn, Twitter, YouTube, etc.

Davis Law Firm websites and blogs rock visually!!!

FWM **redesigns Chris's website every 18 -24 months**. Their website looks new and clean, fresh and current!

"Hey Tom. I have not had the chance to tell you how much our clients and referral sources love the look and feel of our new website. It looks *SO* much better than it did before. People love it. I have even had a couple of the media/news outlets that have contacted us mention how much they liked it.
Thank you, buddy."

- Mischelle Davis, Davis Law Group, P.S.



Injurytriallawyer.com - Before

Injurytriallawyer.com - After Renovation



Why is this so important?

- Do you still wear your clothes from 10 years ago?
- When you see a dude driving an AMC Pacer, do you think, “Wow, that car is cool and I wish I knew him.”
- Still watching VHS?

How many times have you **visited a website that looked “old and dated”** and then gone to a site that looked more current? Which one got your business? Did you ever look back? How long did you think about it before you left the old looking site and went to a current looking site?

How many times have you visited a competitors website and said to yourself:

“I wish MY website looked like this one!”

Do you think that Google is frozen in time?

Google is constantly changing, therefore the way websites are designed and are coded needs to change with the demands of Google and of the habits of Internet users.

Just like the law changes for better or worse, so does website design and code. When the law changes, do you ignore that change or do you adapt your practice?

Of course you revise, retool, rework your law practice...or else you will not be practicing law for long.

The comparison to the Internet is that the rules are usually changed by people's habits, trends, and fads - that is our “judge and jury” on the web. You need to adapt your marketing as a whole to this or burn out wondering what happened.

GUESS WHAT! The **Internet isn't waiting for you to catch up**; you need to move and stay moving with each new trend that allows you to reach your target audience.

Foster Web Marketing is dedicated to keeping you found on Page ONE, current with technology, coding, trends, and CONVERTING those visitors into prospects.

We tirelessly research new opportunities and test existing ones to see if they are bogus. This is the service we provide so you don't have to do it. We weed out what doesn't work and only recommend what survives our thorough analysis.

It is my strong recommendation that you plan to renovate your website every 2 years for all the reasons stated above and more. It isn't any different than anything else.

Renovate your website and triple your conversion; you are already getting great visitors, now you need to turn those visitors into contacts and then into clients.

	Budget	Deluxe	Premium
Renovate your website <ul style="list-style-type: none"> • Modern design • Wider to accommodate a better layout of content and visual elements • Larger text so it is easier to read • Revised graphics (update all bio and header graphics) • Compelling Header Introduction 	√	√	√
Code review and upgrade	√	√	√
SEO Refresh <ul style="list-style-type: none"> • Content check and SEO overhaul • We check all links and manually update/fix important SEO elements like <u>page titles</u> throughout the site 		√	√
FWM Green Screen Video Studio (NEW!!!) <ul style="list-style-type: none"> • We have done some renovation ourselves and built a green screen video studio in our office. • <i>See our Green Screen Video Packages for details.</i> 		√ (GSV2)	√ (GSV3)
NEW Content Articles <ul style="list-style-type: none"> • Every website needs unique content! • FWM writer will write subject specific and optimized articles that we will load into DSS for you. 		√ (3 Art)	√ (5 Art)
Report Pages SWAT Conversion upgrade <ul style="list-style-type: none"> • Paul Partridge's Conversion SWAT team will rework one of your report landing pages for maximum conversion rates • BONUS: You will become eligible for 6 month premium SWAT program at a reduced rate • <i>See SWAT Conversion Campaigns for details</i> 			√
Personal WordPress Blog <ul style="list-style-type: none"> • This \$5,000 value will get you setup on with a personal, customized WordPress blog • We design, code, seo, publish, host 			√
Online Reputation Management (ORM) <ul style="list-style-type: none"> • Setup, Optimization and Training for Facebook, Twitter, AVVO (if available in your state) 			√
6 Month Refresh and Tune Up <ul style="list-style-type: none"> • 6 months after publishing your renovation we will go through and clean up copy, check and remove dead links, and upgrade graphics (as needed). 			√
FREE entry to the Great Legal Marketing SuperConference 2009 <ul style="list-style-type: none"> • FWM will pay your \$3,995 registration fee! • This conference is quickly selling out like it has 2 times before. • <i>See attached for more detail</i> 			√
	\$2,997	\$4,997	\$8,997

Are you thinking you don't want to part with your cash with the economy as it is?

Are you serious? Are you going to stop marketing yourself and let go of your investment? That is what will happen if you let your website waste away into obscurity by looking dated and boring. Sure you are coming up on Page One but so is your competition. Compare yours to theirs. Which one would you choose?

Compare yours to injurytriallawyer.com or 2keller.com.

We want to make you look this good too! (Besides, this is a dirt-cheap offer...)

Wait, you want a Payment Plan?

I know cash is an issue; it is for all of us. We need to work together, so I am going to offer some payment plans, BUT you need to act on this fast because:

THIS OFFER ENDS ON MAY 15 AND IT IS FIRST COME FIRST SERVE

	6 mo Payment Plan 0% discount	3 mo Payment Plan 10% discount	Prepay 25% discount
Basic - \$2,997	\$999 down \$333 per month	\$696 down \$667 per month You save \$300	You pay: \$2,247 You save: \$750
Deluxe - \$4,997	\$1,997 down \$500 per month	\$1,497 down \$1,000 per month You save \$500	You pay: \$3,747 You save: \$1,250
Premium - \$8,997	\$2,997 down \$1000 per month	\$2,697 down \$2,699 per month You save \$900	You pay: \$6,747 You save: \$2,250

Seriously, I only have ten spots for this deal in our production. If you want in, you must fax the attached form in before May 15, 2009.

Dedicated to Your Online Success,

Tom

P.S. Success in marketing means never standing still to watch your competition grab all the clients.

P.P.S. I am only offering this to long standing Foster Web Marketing clients who have great Google presence, good visitor count, but have dated websites that are 3 years or older.

P.P.P.S. Video is one of the best ways to have a prospect choose you over your competition. We know this and I recently invested in building our own video studio in Fairfax, Virginia to accommodate any/all of your video needs! See attached for more on our video services.

RENOVATION SPECIAL AGREEMENT:

COMPLETE AND FAX TO **703-997-1309**

YES, Tom please sign me up for a **RENOVATION** so my website rocks over my competition!

Please select ONE:

Basic:

___ \$2,997 (6 mo plan: \$999 down/\$333 per month – 0% discount)

___ \$2,697 (3 mo – \$696 down/\$667 per month - 10% discount)

___ \$2,247 (Prepay – 25% discount)

Deluxe:

___ \$4,997 (6 mo plan: \$1,997 down/\$500 per month – 0% discount)

___ \$4,597 (3 mo plan: \$1,497 down/\$1000 per month - 10% discount)

___ \$3,747 (Prepay – 25% discount)

Premium:

___ \$8,997 (6 mo plan: \$2,997 down/\$1000 per month – 0% discount)

___ \$8,097 (3 mo plan: \$2,697 down/\$2,699 per month - 10% discount)

___ \$6,747 (Prepay – 25% discount)

Name: _____ Firm: _____

Email: _____ Phone: _____

☐ Charge this card: AMEX VISA MC DISC

Card Number: _____ Exp/CCV: _____

Address: _____ City/State/Zip: _____

☐ I will send a check to (attach a copy to this fax and must be received by May 15, 2009):

PLEASE NOTE NEW ADDRESS:

Foster Web Marketing
10523 Braddock Road
Suite A
Fairfax, Virginia 22032

Sign Form Here: _____ Date: _____

COMPLETE AND FAX TO **703-997-1309**