



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

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## By Far, the MOST Explosive Lead Generating Mechanism Is a Book

*The purpose of your website is to convert visitors into contacts, but how do you do that?*

*You want people who are searching online for your services to stop their search when they find your website and wait for you to contact them.* Once they have initiated the conversation by calling your office or filling out your online form, you can place them in your marketing funnel (remember all our talks about having a back end follow up campaign?). Eventually, when that person is ready to hire a lawyer, you are the first one he or she thinks about.

*You need to have some type of compelling offer and it needs to be free.*

*Here is the magic question—will someone contact you simply because you have great website content?* What about if you have an awesome video on your site? These are major components in conversion, but one factor is missing. You have to have some type of compelling offer and it needs to be free. By far, books are the BEST free offers.

I'm sure this is not the first time you have heard me preach that you must have a

free offer—some type of hook that will get someone to think that he or she would be crazy not to contact you. That is where a book comes in. **Books statistically attract some of the best kinds of prospects.** These are the “warm” leads that hands down, are the most ideal prospects. They are the ones that you will put into your marketing funnel and convert into clients.

If you don't have a free offer, which is the ultimate call to action, don't complain that your website isn't bringing in good contacts. It is up to you to take the next step.

### What makes a great book?

People don't throw away books like they do business cards. **When you mail a book to potential clients, they will hold on to it, maybe even for years.** If it is good, they will pass it along to friends and family members—so you could end up reaching a bigger crowd than you planned.

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*“My old websites were not visible. Sure I'd get some views, but nobody was seeing the content that I was spending time preparing. FWM has proven that they can get my website traffic.”*

**Attorney James Ballidis**

**Allen, Flatt, Ballidis,  
& Leslie, Inc.**  
[www.thecaliforniainjurylawyer.com](http://www.thecaliforniainjurylawyer.com)

## WHAT HAVE WE DONE FOR YOU LATELY?

**We have made some great changes to DSS, including the fact that it is now a secure URL—<https://dss.fosterwebmarketing.com>.**

*That's not all though. We have also added the following features:*

- The page title on individual bio pages can be edited.
- The bio/profile listing page now includes pictures.
- You can assign a book to a particular practice area page. Once you make those designations, the books will be categorized by practice area on the reports listing page.



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**Killer Website  
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Attorneys**

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FWM has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high search rankings with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

**Basic – “For the Do-It-Yourselfers”**

*For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.*

- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly E-Zine with valuable tips, client spotlights, and inspiring success stories.

**Pro – “I'd Like a Little Help”** *This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:*

- Optimized content added to DSS site, which includes articles, news items, and blogs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Enhanced Video Marketing. Video goes viral after being added to YouTube, Yahoo Video, Daily Motion, and others.

**Deluxe – “Done 4 You”** *FWM becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS*

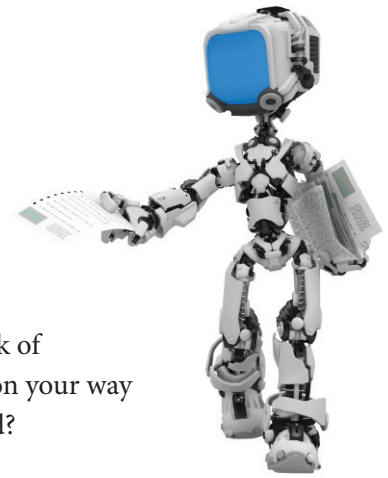
- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients
- Weekly analytics monitoring done by FWM using Google analytics.
- Private monthly call with your FWM Web Marketing Coach.

**Premium – “Only Big Dogs Need Apply”** *You work directly with Tom and we only have a few slots. Need we say more?*

Contact us at 888-886-0939 to discuss any of these programs in more detail.

# Your Website Is an Online PR Machine

*Who needs a publicist when you have a website that can generate buzz for you?*



Your website is more than just an avenue to generate business – it is an online PR machine. If you also think of your website as a way to create publicity, you are well on your way to dominating the Internet. So, how do you get started?

## 1 Content

There are some things that you need to do to utilize your website as a PR powerhouse. First and foremost, you need to spend the time to add interesting and relevant content to your website. When you write content, it is your opportunity to showcase your personality and expertise. You can write about a recent event that impacts your areas of practice or a case that you handled successfully. The goal is to write informative content that will capture the attention of Web searchers, including the media. In recent years, reporters have started to go to the Internet to find experts to quote or interview for their news pieces.

**An additional content tip:** People tend to search the names of attorneys online before making contact. Therefore, you need to be aware of what Web pages appear in the search results. Make sure that these Web pages have the information that **you** want people to read.

## 2 Testimonials

Publicity refers to what other people say about you, not what you say about yourself. Testimonials are a great to show how your clients feel about your firm. Not only will testimonials build trust among potential clients, they will also reflect your experience and success rate.

## 3 Web Video

When you add video to your website, you are taking a huge step in getting recognized online. Many people will start to view you as the go-to person for anything related to your specialty. Having a video also shows media outlets your capability to present a clear message on camera. Who knows? It could encourage a local TV station or even a national program to have you on as a featured expert.

## 4 Link Building

**While your website needs to have certain elements to attract publicity, you have to ensure that the right people can actually find you.** News reporters and potential clients, generally won't go past the first few pages of search engine results when looking for information. You need to be listed near the top of search results, if you want to attract the attention of the media and your prospects. Therefore, a good link building campaign is crucial.

## 5 Book

What better way to gain celebrity status than to show the world that you have authored your own book? Plus, reporters love quoting and interviewing authors. Imagine being able to display the media badges of all the stations and newspapers that have featured you as an author and expert, on your website! 🌐

*At Foster Web Marketing, we know what it takes to transform your website into a PR machine. Call us today at 888.886.0939 for more information.*

# Why Should I Build A Foster Site?

## Client Success Story | Vaughan de Kirby



***The answer to the question of why choose Foster Web Marketing is***

***a simple one—success leaves clues.*** If you desire success in any endeavor, it is my belief that modeling offers one a unique insight. If you want to be on page one of Google, take a close look at what the attorneys on page one are doing. If you want to attract the ideal client, find an attorney who is attracting the ideal client and study what actions he or she is taking.

I have the privilege of belonging to one of Ben Glass's Mastermind groups. ***The one common denominator of the most successful attorneys in the Mastermind is a powerful website.*** And almost all of the most successful sites were designed and supported by Foster Web Marketing. My choice was simple—if I

wanted to be on page one of Google, Foster Web Marketing was the right choice to build and maintain my website.

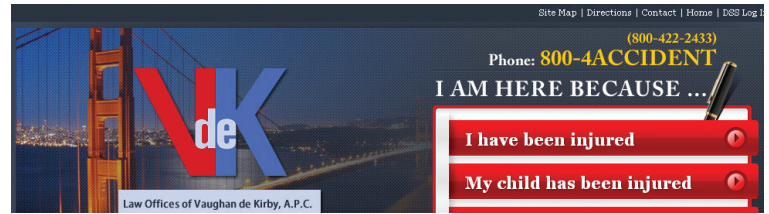
***My marketing philosophy is to provide consumers with the critical information they need to make the best decisions for themselves and their families.***

Foster Web Marketing provides me with the means to do this with their DSS system. I am able to instantly update and supplement my site, both in text and video. I have the choice of updating my site on my own or taking advantage of different levels of support offered by Foster, including full content and SEO support.

***Tom Foster has been saying it for years—video is becoming critical for the Web.*** Recognizing this fact, Tom and Jim Folliard came up with the ultimate solution—the Fairfax Video Studio. I believed in the value of the concept to the

degree that I flew from San Francisco to Virginia to shoot my videos. My decision was rewarded with the easiest video shoot I have ever had.

the way. Having this level of professional support lets me, as a client, know that Foster Web Marketing is committed to my success.



*Using Foster Web Marketing's DSS System, Vaughan de Kirby is able to instantly update and supplement his site, both in text and video.*

In less than 90 minutes, I had 20 video segments shot. The atmosphere was relaxed and Jim got the job done.

The process of design and building my site with Foster Web Marketing has been a great experience. It began with Ken Pierce who worked with me to determine my specific firm goals and how best to reach them. I was then assigned to a project manager, Beth O'Rourke, who has been working with me every step of

***The goal for my site is a simple one—page one of Google for the search terms that will give me the opportunity to represent the ideal client in my practice areas.*** We are not there yet, but with Foster Web Marketing I believe I am on the right road. 🌐

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## FAQ

### Q: Why shouldn't I purchase sponsored links with Google?

**A:** The answer is simple—your money is better spent on pay-per-click Facebook ads.

Facebook, which has over 500 million registered users, has been extremely successful in terms of advertising. What is great about Facebook ads is that they are tied to the demographic you choose. You can use your Facebook ad to promote your book, which many of my clients have done.

One client recently created a Facebook campaign and used it to advertise their book. The firm's ad generated 15 million impressions (the number of times it appeared on Facebook) and prompted over 2,700 clicks. As a result, the law firm received 53 contacts. The entire campaign cost a little over \$2,600. Not bad considering the number of great leads they attracted!





# My Website Launched Last Week & I Haven't Gotten Any Contacts Yet!

**When you made the decision to create a powerful website that was going to blow away your competitors, you were excited to move forward.** You started imagining the day that your website would launch and how it would jump to page one of Google. People would be calling you around the clock trying to set appointments and there would be a ton of contacts coming through your site. Yet, when your website was finally done, nothing happened the first day or week. Maybe a few months went by without that flood of contacts you were hoping for. You started asking yourself – what went wrong?

**The thing that went wrong was the expectation that you set in your mind.**

To be successful online, you have to understand that it takes time. You need time to gain authority with search engines, which is done through content. You can't expect to throw together a website that has two to three pages and immediately start outranking sites that have a ton of pages and have been around for years. That is not how it works.

**You will get contacts and eventually clients, if you put all the right components in place.** At Foster Web Marketing, we know what you need to do to dominate your competition and we will help you develop an effective and powerful marketing strategy.

Here are some of the key elements that you need:

- **Informative content:** *Your website visitors want to know that you have the answers they are looking for.* The first couple of paragraphs on each Web page should draw them in and show them that you understand what they are experiencing and that you have the solutions they need.
- **Constant flow of content:** *It is imperative that you continuously add relevant content to your website.* Don't just add blog fodder and accident news. You need content that is important to your potential clients.
- **Web video:** *You need to have short video clips that answer your potential clients' questions.* Web video is more popular than ever. People who have video on their websites will convert more visitors into contacts than those who do not have video.
- **Reason to contact you:** *A free book or report is a great way to attract contacts.* Once someone downloads or orders your book, you can start your follow up marketing campaign. 🌐

*If you are missing any of these elements on your website, we can help you. Our services range from website development to book writing to Web video creation. Contact us by calling 888.886.0939 for more information.*

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## By Far, the MOST Explosive Lead Generating Mechanism Is a Book

**Your book needs to contain information that is relevant to your ideal clients.** You can use your book to answer common questions or to educate people on the frequent mistakes to avoid following some type of event. Whatever you do, don't use language that only people in your industry understand. Your book has to be written in a way that is comprehensible and interesting.

Your book should also lead people back to you. **By the time someone finishes your book, you want him or her to view you as THE expert to turn to.** Contacting anyone else shouldn't be an option.

### How do you get started?

The first step to writing your book is to stop making excuses that you don't have the time! Other lawyers, who are just as busy as you are, have written books and are converting leads.

It doesn't take a lot to get started. Make an outline, decide when you are going to write and stick with it. Then, hire a proofreader and move on to the publishing process.

Now, if you still feel like you don't have the hours to spend writing a book, you have options. One option is to hire us to write your book for you. We have an experienced author who will work alongside you to create a powerful book that attracts clients. Everything is done for you – from the initial book concept to the final manuscript. Another alternative is to license a book and we have a great company we can refer you to. 🌐

*Call us today at 888.886.0939 and get your book started!*

*Dedicated to your success!*

*Tom*