

# Why Building Effective Marketing Funnels is More Important Now Than Ever Before



**BEN GLASS**  
**TOM FOSTER**





# The Challenges Today's Environment Creates for Lawyers (and its our own damn fault)



- The legal industry is a trillion dollar disruption that we all cheer for (Forbes)
- Information is a commodity and there is a ton of it out there. What Tom and Ben did in the old days – build great information filled websites, is no longer enough. (BenGlassLaw.com is good but it doesn't have Avvo's 9 million questions and answers.)
- Today's consumer is distracted by more lawyer ads than ever before and yet they are inexperienced in the job of finding a lawyer.
- They distrust us even more. (Suing Starbucks for putting ice in "iced coffee?" )



# The “Marketing Funnel” The *Theoretical* Journey a Consumer Makes, is no longer



How Will Consumers Reach You?

Seems Easy if you Can Count To 3!

1. Your advertising – But where are you going to advertise?
2. Search – But my oh my, what will they find
3. Referrals - still tops

But, there is no longer any ONE (or even just a few) journeys a consumer will take to find their lawyer.

You have to be prepared for anything and you have to give the consumer what they are looking for



# What Marketing Funnels Do



1. If you want something done right....
2. Mix automation with human touches
3. Move the contact from prospect to lead to avatar client
4. And...there's something else that just about every attorney misses here



# Building Lots of Marketing Funnels



1. What type of case are you attracting?
2. Where is your prospect on the moving parade of interest?
3. Fascinate with your interesting message! Tell stories.
4. Answer every question and objection in your automated funnel.
5. Weave in “questions you should be asking” as a way to let them know what your experience is.
6. Constantly remind them that there is a long line of people waiting to get to you and they must be selling YOU on THEM, not vice-versa.



# Case Studies



1. Jean Eustice – botched funeral home procession
2. Christine Hommel – botched gallbladder surgery



# Questions?



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