



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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The Golden Rule of Getting Clients

Inside This Issue

The Golden Rule of Getting Clients	1
What Have We Done For You Lately	1
You are making a big mistake if you think that once your site is built you're at the finish line	2
Pulling a Fast One on Google is Not Advised	2
James R. Brown, Castlelaw.net	3
FAQ	3
Dan Monahan, FWM's client	4
The Mind Set - Money, Wealth, and Happiness	4

This is a very interesting topic and one that I was just schooled on "again" by a very smart marketing consultant I have recently hired. Although I have been a "marketing guy" my entire career, it seems that even I still have a lot to learn.

The Golden Rule of Getting Clients is simple: He who has the gold rules. So, in your case, who has the gold? Your prospective clients! Simple!!! Well, not really, because we KNOW that, but we still really just want them to do it our way. We want them to think of things the way we do. We assume that everyone thinks the same way we do! This is a very stupid and expensive mistake.

I can say that because I am still learning this lesson myself.

How? I have been marketing our "content management system" and our "search engine optimization," and all kinds of other fancy terms that we use in the web business. But most lawyers don't know these terms or the importance of these services. The fact is

that lawyers want an "attorney website" or the "best attorney website host." It doesn't matter that they must have "search engine optimization" and a "content management system" to be successful on the web. But they don't know that yet!

Here's another analogy for you! If you're trying to catch a mouse, you use cheese (or peanut butter?). But maybe you don't like cheese yourself. Maybe you think, "I don't like cheese, I like beer?" So you put a bottle of beer on the mousetrap and walk off with a smart grin thinking you're going to catch a big fat beer drinking mouse. That sounds silly, but I'm trying to make a point. You may be able to eventually teach a mouse to like beer, but not until you catch him with what HE likes first. So give him some cheese and then a beer to wash it down. You may be able to convert him.

Actually, that may be easier than me trying to teach lawyers SEO?

When you write content for your website, make sure it's

what's interesting to the people you want to find you. Make sure the content is what real people type in. This is usually anything and everything that happened to them. I can assure you it isn't "products liability attorney."

Relevant content about what people want is what drives others to link to you (PageRank), and the search engines rate each individual page based on the content in relation to the search phrase (keyword) they type in the search box.

Step one of the Golden Rule is to make sure that you are speaking the same language as your potential client. Step two of the Golden Rule is to make sure you that are providing the services they want, and you communicate that so effectively that they choose you over everyone else!

As always, dedicated to our partnership and success!

Tom

"The training was fantastic, I was taking notes furiously. There is a broad range of expertise on the call. Keep it coming!!"

James W. Dodson, P.A.
(after attending a recent DSS Webinar)

What Have We Done For You Lately

- ✓ We have upgraded our servers and added new backups
- ✓ We have recently hired 4 new employees to better serve our partners:
 - Tessa McCawley (Project Manager)
 - Oren Reed (IT Support)
 - Aleksandr Misunin (Designer/Coder)
 - LeAnn Kirk (Quality Control/Video Uploading)
 - Stephanie Logan (Quality Control/Video Uploading)
- ✓ We are very close to having the Enhanced Video Module Done in DSS



Foster Web Marketing has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 100 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high rankings on Google, MSN and Yahoo with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced Search Engine Optimization techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 3 levels of service:

Basic:

- Access to FWM Network (gives you a huge traffic boost right at new site launch)
- Your own Blog (brings you more traffic & helps you build content over time)
- Your own RSS Fed (increases your traffic & page rank)
- Monthly DSS Webinar & Newsletter (shows step-by-step what other attorneys are doing to grow their business)
- Web Traffic Report (so you can easily monitor & improve your site's performance)

Pro: Same as Basic, PLUS:

- A Content Management Program (CMP) Manager (to make sure your site & content bring in the kind of prospects you want)
- 3 Custom-Written, Unique Articles added to your site each month
- 5 News Items added to your site each month matching your practice focus
- 2 Blog Posts
- 30 Minutes of Web Marketing Coaching every quarter, 1-on-1 with Tom Foster

Premium: Same as Pro, PLUS

- 2 Additional Articles (making 5 in all)
- 3 Additional News Items (making 8 postings in all)
- Great Legal Marketing Newsletter (\$199/month value)
- Great Legal Marketing Coaching Program (\$4,800 value)
- Ben Glass's Ultimate Practice Building Toolkit (\$3,995 value)

You are making a big mistake if you think that once your site is built you're at the finish line

By Tom Foster

What I Mean:

Many lawyers think that simply building a website and publishing it is all it takes and magically it will appear on Page 1. It's not that simple. I wish it were. Actually, I don't. Think about that for a minute – if all you had to do was to add a webpage about you and never have to change it, isn't that a lot like wearing the same suit every day of your life and never changing?

Why It Is a Mistake:

Google, Yahoo, MSN, et al., will index you once you prove yourself. It's THAT simple. Your web site needs to BE UP TO DATE and reflective of what you do NOW. It needs to be current and accurate. Google is evaluating you for relevance. Google takes its job seriously. Your competition is doing content that is relevant to what legal service they provide. If your competition

does not have content, then it is only a matter of time before



Google realizes that yours is better and ranks you higher. What are you waiting for?

What To Do:

Since the search engines appreciate good content and links to that content over anything else, doesn't it make sense that you would add

content to your website to feed them what they want?

There are many ways that this can be done. Some are more effective than others. The best thing is to be able to update and add content yourself to the site. My clients use a proprietary web application called DSS (Dynamic Self Service) which allows them to update all the critical elements to their website. We also have services called CMP (Content Management Program) Pro and Premium where we actually customize content and update our clients' websites for them.

Conclusion:

Update your website with great quantities of relevant and fresh content - as much as you can and as often as you can. Be relentless. You are competing for the top spot on Google. Assuming that it will be easy is not realistic.

Pulling a Fast One on Google is Not Advised

Next on the list of "People who won't be on Google for Long" are these folks.

From the Wall Street Journal:

BOULDER, Colo., Oct 01, 2008 (BUSINESS WIRE) -- Webroot, a leading provider of security solutions for the consumer, enterprise and SMB markets, today announced that it has detected a new technique being used by hackers to lure PC users to fake blog sites containing malware.

What this means is that they are going to Google Trends, taking a look at what people are looking up, and then creating links to fake blog sites that purport to be about the most popular searches. When users go to these sites, they get hit with malware, which could be viruses or spam.

Despite the legendary reputation of your average basement hacker, it always seems to be wise to bet on Google. It shouldn't be too long before they get proactive about things like this as opposed to reactive.

James R. Brown, Castlelaw.net



I have operated a successful bankruptcy practice in St. Louis since 1994. I have strictly used television and radio advertising as my source of clients and until about 3-4 years ago, I never had a website. I didn't see the need for one. But with the growth of the Internet and the continued invention of technology like the Tivo, I believe in a few short years, people will simply not be watching television commercials. When I did decide to put one up, I had no clue what it took to make it seen, so I slapped up the page the Yellow Pages rep designed and left it be. They charged my \$400 per month for that site.

More recently, at a Great Legal Marketing seminar, I had a chance to hear Tom Foster present a session about web presence and all that goes into it. I also heard most of the other lawyers in the group that were taking a different approach to marketing their practices. That being educational marketing. I was overwhelmed with the ideas I had heard and before I left, I

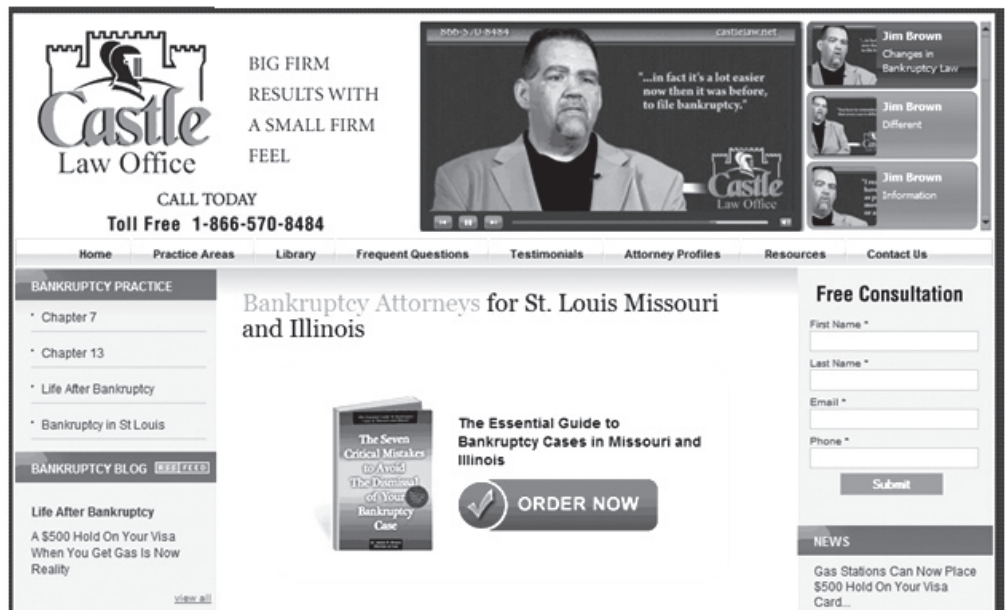
set up a site review with Tom and his crew.

During that initial site review, it was pointed out to me what an incredibly useless site the Yellow Pages did for me. In fact, they had not even powered the site with meta keywords or other ways for the search engines to even see me. Tom's crew sent over a contract and we went to work developing a site that

Tom's staff and tuned in to his webinars and newsletters to learn everything I could about attracting traffic from the Internet. And I wasn't interested in paid traffic, but how to get the free organic traffic. I write content at least 3 times per week and follow all of the tricks and tips to help us to be seen. According to my Google Analytics account, my site has grown from averaging 100 unique visitors per day

rate (# of people that bug out quickly) is about 40% which I understand is very good.

For the month of September, we had 77 unique prospects fill out contact forms from our website and ask us to either send out our book package or call them for an appointment. As they say, I think the results speak for themselves.



screenshot

would begin attracting clients from the Internet. The site launched in late April, 2008.

It is now October, 2008, and I have diligently followed the guidance provided by

to, as of yesterday, 1,076 unique visitors per day. In addition, the people that come are spending an average of almost 5 minutes on the site and looking at over 4.5 pages per visit. My current bounce

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FAQ

Q: What sort of topics do you suggest for videos?

A: Look at Gerry Oginski's site (www.Oginski-Law.com). He is a New York personal injury attorney. He has posted probably 100 videos breaking down each of the steps of a lawsuit and talking about all sorts of different claims that he handles. Again, knowing the question that is running through your prospect's head and answering that question in print or in video will make you interesting to the prospect and thus have them inquiring further. I have not done as many "areas of practice" videos as I have videos that are driving people to TheAccidentBook.com by letting them know that we have answers to their questions. Basically, however, anything that you would write about in a blog, you could put on a video.

Another important technique is to do commentary on the news of the day. So if there has been a major accident in your area or if there is new legislation being proposed and debated, then your video commentary would be interesting. In some cases, my Great Legal Marketing members have had the news media simply pull their video/audio off the file and use it in a newscast. Thus, they have been "interviewed" without ever having actually been talked to by the press. Again, you should be able to do video, in a pretty good form, without calling your webmaster.



Tom Foster

Dan Monahan, FWM's client



Dan Monahan

Q: What marketing ideas do you find work better than others?

I have tried many of Ben's suggestions in the past 2 years, but I have narrowed it down to several key ideas. First my Newsletters to over 2000 clients and members of my "herd" using NewslettersInk; secondly, my website with Tom Foster that I now realize is where a lot of my weekly efforts must go, and lastly, working with Trey Ryder of Phoenix who helps me to market to targeted niches through Press Releases, website development, and specialized newsletters.

Q: What is your monthly budget for marketing?

All told, I budget about \$4,000 per month, and I am confident that it is well worth the investment.

Q: What do you want to do when you grow up?

I'm not sure I'll ever grow up, but at 55 years old I'm still doing what I like to do: practicing law on my own, the way I like to do it, continuing to enjoy my wife and three kids even though two of them live on the other sides of the country and traveling with my wife whether it's to Europe or someplace in the US.

Q: What is your law practice all about?

A: My practice is limited to some specific types of personal injury involving primarily auto accidents and tort cases for victims of crime and workers' compensation. I've been doing that for over 30 years now.

Q: What marketing do you do to support it?

I have tried countless marketing ideas over the years and some have worked, some have not, and some have worked for awhile. But in the last two years the marketing I have done since meeting Tom Foster and Ben Glass through the Great Legal Marketing program have been the most successful.

The Mind Set - Money, Wealth, and Happiness



Dave Frees

Not everyone defines success in the same way. Neither do we all achieve success by using the same tools. Having said that, there are certain skills and strategies that seem to be universally practiced – either consciously or unconsciously by truly successful people. Today we look at these **meta strategies of the chronically successful**. These are the strategies that guide all strategic choices.

Meta Strategy #1

A strategy that guides other strategies? Try this one for originality and power. Notice what works and do more of that. **Notice what doesn't work and stop doing that.**

Now, you may be tempted to stop right here. You may be thinking "Come on!" Well, go ahead. Stop reading. Blow it off. You may be saying to yourself... "Oh, I already do that." But, that internal statement is blinding you to the truth and keeping you from success.

Do you really do this? Successful people do. Do you – several times a year, systematically ask yourself these questions and evaluate what is really working in your business and your life? Do you make note of the specific things that worked (really well) and those that fail or hold you back. Do you stop doing things that are unproductive, drain your energy and fail to work?

Try it. And note the results. It begins to create an exponential improvement. Each time that you do this you eliminate more of what stands in your way. It establishes a cycle, a pattern and a habit of improvement. It moves you closer to what you want. And, you have more energy for other things. You may discover that your goals become more robust.

Want to know more? Want to learn how ultra successful people of all types improve their business and personal lives? Tune in for the next installment by Dave Frees

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