

HOW TO START & GROW YOUR OWN LAW FIRM

COOPER SAUNDERS
MILLER LEONARD



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TESTIMONIALS

Cooper has been my rock during the process of launching my law firm. Whatever questions I have, he's there for a quick answer. He's unbelievably knowledgeable regarding Google advertising and local SEO, and is an elite-level communicator. Really excited to see what my firm does in the future under his guidance.

— JOHN MARTYNYSZYN: REVONA
FAMILY LAW

For the past eight months I have used WiseGuys Digital Marketing to build up my online presence for my law firm, DeGioia Law, PLLC. As a solo practitioner, I don't have the time to learn about the ins and outs of SEO and Google

Adwords, so I knew I needed a trustworthy marketing team from the get go. Many marketing companies provide low quality service for exorbitant costs. However working with Cooper and his team has been as close to white glove service as you can get. In the past eight months the number of quality calls have been going up and with WiseGuys I feel that the sky is the limit! I wholeheartedly recommend them for any law firm that wants to take its digital marketing to the next level.

— MATTHEW DEGIOIA: DEGIOIA
LAW, PLLC

I was blessed to find WiseGuys Digital Marketing. Prior to finding this marketing firm, I had used countless others. I believe I was using 3-4 marketing firms at the time I contacted WiseGuys. I contacted WiseGuys because an attorney on LinkedIn recommended them. It was a year or two before I decided to reach out to them because I was nervous about the expense and skeptical about marketing agencies. I asked if they would be willing to work on just my GMB profile before I agreed to move forward with them with additional services.

The Team led by Cooper Saunders made a relative fast impact on my GMB profile. I noticed my leads increasing and was eager to find out what else they could do. The expense of moving from GMB to their full services was large for me at the time, but I went for it. I let Cooper know that I wanted to hire an associate attorney and pay her at least \$80K to \$90K per year within two to three months of working with each other.

Because of WiseGuys efforts, I was able to make this plan a reality. WiseGuys is a marketing firm I plan to stay with for years to come. Cooper is down to earth, friendly, and works to meet me and my law firm where we are at any given time.

At this point, I consider Cooper a friend and feel blessed to have him in my life.

— JAIME V. PAPA, ESQ.: JVP LAW PLLC

I have been working with Cooper for some time now. Under-promises and over-delivers. No long term contracts. Regular follow up. Totally the opposite of every other SEO service I have ever experienced.

— JOE PICKARD: PICKARD LAW

Cooper and WiseGuys Digital Marketing have been a godsend! Starting my law firm was incredibly stressful, until I met Cooper. He quickly assessed my situation and conducted market research so that I could make informed decisions on naming and location. From there, Cooper and his team designed my logo, website, and a SEO strategy and I could not be happier with the results! I highly recommend Cooper and his Team!

— SAMER BANDAK: BEST INTREST
FAMILY LAW FIRM

This company is EXACTLY what you want in a digital marketing firm. Why? A no-nonsense approach. Month-to-month contracts. Responsive. They get the job done. They do great work. I am a happy and satisfied customer, and this team will do right by you. They get my highest recommendation.

— DAVID STEJKOWSKI: THE
STEJKOWSKI LAW FIRM, LLC

I hired WiseGuys Digital Marketing to create my law firm's website, and they did a phenomenal job. We are now moving into the SEO side of things, and I am super excited for the future with these guys. I am extremely happy I found them!

— CAMERON BEDARD: RIGHTS &
LIBERTIES LAW FIRM

I have enjoyed working with Cooper and his team at WiseGuys! Great communication, transparency, and thoughtful strategies to execute on digital marketing plans. Highly recommend!

— JON MANN: PITTMAN, DUTTON,
HELLUMS, BRADLEY & MANN, P.C.

Cooper and his team deliver. When we started, we were nowhere to be seen in Google searches. After about 2 months, we were consistently ranking in top 2 search results. I wholeheartedly recommend WiseGuys Digital Marketing.

— JONATHAN HAWKINS

I opened my law practice in August 2023. I started from zero visibility for my firm. I hired Cooper from day one to take care of my Local SEO and he has crushed it! Within 6 months I went from way, way, way, way, way down the search page to within the top 3 in organic searches. I don't know what he does, but it works! I highly recommend Cooper and his team. His team also developed my website. People are constantly telling me how great it looks - so great job on that as well!

— TANYA HENDRIX

After hiring countless Gurus and growing tired of lighting tens-of-thousands of dollars on fire, I was introduced to WiseGuys Digital Marketing by a fellow estate planning attorney. We made the leap after being shown (with actual data) that our current SEO campaign wasn't cutting it. My only regret is not finding these guys sooner! A few months in and we're already up 40% during our SLOW season! I'm excited about the opportunities this growth will provide us and look forward to working with this crew for all of our SEO, Google Ads, and digital advertising needs.

— MICHAEL JENKINS

I am so thrilled with the service I have gotten from Cooper and the folks at WiseGuys Digital Marketing. They know that what their clients want is results and they deliver. I feel like WiseGuys is a partner in my success rather than a business merely trying to extract money from mine. If you need help getting noticed online, you need WiseGuys.

— JOEL CHORNY

WiseGuys Digital Marketing created a website for my law firm, and they did an amazing job. I highly recommend this company. Communication was great, and they got the job done right. Thank you again!

— JOHN DOWLING

Cooper and his WiseGuys Team are out of this world. I've managed my own SEO, Website Development, and Google Ads for over 6 years, and I have met dozens of digital marketing agencies....NO ONE has even come close to as knowledgeable as Cooper. Couple that with his hard work and dedication to doing things the right way, and you have a winning strategy.

Cooper is hands-down the best in the industry. I only have one regret - that I didn't meet him 6 years ago!

— ANDREW ZIHMER

PART I

STARTING A LAW FIRM

BY MILLER LEONARD

INTRODUCTION

If you are confused about how to open your own law firm, join the club. This book aims to help you solve the problems you face in opening your own law firm. Unlike many books, there are two authors of this book. One is a lawyer, and the other helps firms market and brand themselves.

This book is designed to give you concrete suggestions on how to make your dream a reality. It is a practical guide. Here you will not find the Socratic method of law school.

Why is it so hard to find help in starting a law firm? Even though the law is a profession, it is not, on the whole, a profession that sees the world with an abundance mindset. Most lawyers and law firms view the world with a scarcity mindset. This is a huge mistake.

This book is designed for more than just those ready to start their own firm. It is also meant for those

with it as a career goal to be their own boss and run their own law firm. For those who aren't yet ready, the planning starts now. And for those prepared to go, this book will give you the help you need.

As you read through this book, remember that owning and running a law firm is a mix of the profession of law and the business of law. Most lawyers need to improve in the business of law. Cooper has excelled in the business of law, and he wants you to succeed. You can have no better teacher.

It's time to make your dreams a reality.

CHAPTER ONE: WHEN

The law is a profession. You attend three years of law school and, upon graduation, must take and pass the bar to practice. Despite improvements in law school, a person is not prepared to practice law upon graduation.

Medicine has addressed the issues of preparing Doctors by implementing residencies. The law has no such requirement. But it is wise for a lawyer to spend several years learning the practice before opening a law firm.

How long should someone practice before they open their own firm? 3 – 7 years is a reasonable period. Each practice area differs, so adjust according to your chosen area. But after 3- 7 years, a lawyer has a good amount of practice under their belt, and they usually handle cases independently from inception to conclusion.

If you are in law school or a new lawyer, use the time you are studying law and learning the profession to gain better insight into the business of law. Just because you aren't ready to implement the strategies, blueprints, and systems you will discover later in this book doesn't mean you shouldn't start learning about them.

Develop a networking plan during law school and the initial years of practice. The law, as a service industry, is an industry of relationships. Those who run their own law firms need both to have comprehensive and varied contacts within the community, and they also need to start to develop a network of their own that is not dependent upon the firm they work for.

Networking. You'll hear this word thrown around. And you need to network. But how?

I. Get a Plan – Any Plan is Better Than No Plan

Chances are you are a perfectionist. It is a personality trait common in law students and lawyers. And law school makes this trait even worse. But writing a networking plan is more important than making the "perfect" one. You'll never have the perfect plan. Every project you make will get adjusted, tweaked, revised, and thrown away for a new plan. The key is to get a plan and start executing it.

2. Actionable Items: These are the things you can set out to do each day or week.

For instance, if you want to move to a new town, you might have an Actionable Item contacting at least one person on LinkedIn who lives there.

Set aside some time every day to make your plan come to life. It doesn't have to be much. Fifteen minutes a day will add up if you are consistent.

3. When: Make networking a priority. Priority plus consistency is a great asset.

4. Set reasonable expectations – you won't achieve all your goals immediately. But as you apply yourself to the plan you have created, you will find that your consistent small effort turns into dividends.

As you network, viewing it as something that you will continue to do throughout your career is helpful. With that in mind, network with people you enjoy, go to events you like. Networking that is fun is something you will do.

CHAPTER TWO: THE BASICS

Where do you want to practice?

Since opening a law firm is opening a business, it makes sense to figure out where you want to open your firm. Many large metros have too many lawyers. And many midsized to smaller communities have few lawyers, with many aging out of practice.

So consider where opening your firm will be most advantageous for your business.

- Small and midsize markets are wide open in many areas.
- Technology has made the practice of law much more uniform – no longer do you need a huge law library because you have all the research tools you need, and more, online.

- Look for areas that need lawyers and where the median age of lawyers is high – this is a zone of opportunity.
- Many smaller and mid sized markets have lower costs of living.
- Some types of law only exist in larger markets – so if this is your practice area reality, location matters.

Small legal markets have some definite pluses:

1. Usually, a lower cost of living.
2. A smaller Bar so more collegiality.
3. Less competition for jobs.
4. Often, you get to handle your own cases faster.
5. The potential to move up the ladder in a firm faster.
6. Greater community.
7. Better commute, if any.
8. The chance to be a part of the legal community and be known.
9. Lower office overhead.
10. Greater ability to dominate the market with SEO and other electronic advertising strategies.

Smaller markets also tend to have less billable requirements, and since the pace of life is often less

hectic, you get to enjoy your work without having your work become your entire life.

The commute aspect of smaller markets is often fantastic. A 5- or 10-minute commute in a smaller market isn't uncommon.

Office Space:

The image of a lawyer with a large, ornate office looms large in television and the movies. And offices that are ornate and large are nice. But they are also expensive. As you start your law firm, look at your options for office space:

- Can you share space in a current law firm?
And if you can, do you have the ability to get work they don't want and don't handle?
- What services are offered at the office space – copying, reception, parking, coffee, and water?
- Is the office space easy to find and easy to get to?
- Does the office space have more than one conference room? How do you reserve the conference room?
- Does the office come with a phone system? If so, do you have to use it? Is the phone system an added cost?
- Do you need to provide your own internet service, or can you use the one in the office location?
- Do you even need an actual office, or can you use a virtual office instead?

Office space is a cost. You should choose office space that allows you to minimize the recurring expense of rent, as overhead is something you want to ensure you control when starting a law firm.

It's also important to know your clientele. Do they have expectations about the type of office you have? Do they care? If your office is overly ornate, will they consider it a reason to think you are overcharging them?

On the practical side, office sharing makes much sense for someone just opening their law firm. It allows for more services at a lower price. And it means that you have other people to be around – being alone is often forgotten when people discuss opening their own firm. If you are the firm, until you grow, you are alone.

And, sometimes, you can office share with an older attorney or firm that is looking to find a successor.

Research Your Location:

It is well worth scouting your market and practice area before determining where to open your office. Before you open your office, get numbers on internet searches in your office area for your practice type. Determine how many lawyers are doing what you want to do in the area. Remember, for online ads, your office address is crucial, which will be discussed in more detail later.

What's In a Name:

Lawyers tend to name their firms using some variation of their name. In many states, this is no longer required under the rules. As people increasingly use non-referral sources to choose a lawyer, using your name as your firm's name may not be the wisest move. Instead, consider using a name that reflects what you do. As an example:

- Wills, Trust, and Estates Lawyers of Western Kansas is much better than The McCrea Law Firm.
- Family Lawyers of Bowling Green is much better than The Reginald Law Firm.
- Injury Lawyers of North Georgia is better than Booth, Hamilton, and Leonard.

In all of the examples above, assume that the law firms focus on the same practice areas in each instance. The names that include the practice area are much more to the point and leave no doubt in the customer's mind about what type of law the firm practices. Often lost in the name decision is that providing legal services is a business. So it would help if you had a name that allows people to easily understand what legal services you provide. Doing so gives you a competitive advantage. And it creates trust – you've named your firm after the services you provide, and this resonates with people.

Use Your Team:

As you consider the location of your firm and the name of your firm, you must coordinate this with your marketing provider. For instance, if you are using Cooper Saunders, you want to have a Zoom with him, go over locations and names, and get data. Data will help you decide where to locate your firm in your

chosen geographic area and will help you name your firm.

- Business is a team sport.
- The law is a business and a profession.
- For the business aspects of the law, use your team.
- Leverage your team's knowledge and experience.
- Accept that you are not a business expert. It's ok.

Part of your future success is understanding that you need a team to grow, to expand, and to make your law firm successful. You cannot do it on your own.

Get Insurance:

It's not sexy, but you need malpractice insurance and likely premise insurance. Check around to see if your state bar has a good provider.

CHAPTER THREE: FIND YOUR “WHY”

Before starting a law firm, every lawyer goes to law school. During those three years, you learn next to nothing about the private practice of law. And what you do learn centers around the profession of law rather than the business of law.

To some, describing the law as both a profession and a business is offensive. And this is a sentiment that abounds in law schools. But the law is a service profession, and services in a free market economy come at a price. You’d think that since most law firms are engaged in the private practice of law, the business of law would get discussed more. But it isn’t.

And even worse, how to start your own law firm is rarely described or talked about, except in passing.

This book aims to solve a pressing issue in the law: It aims to help those who want to, who are planning,

and even those who have started a law firm get a blueprint and a plan. It's 100% doable.

It's also essential to find your why. Why start a law firm? Why engage in the planning process now?

Everyone's "Why" varies. Find yours, and then let this book help you engage in a systematic plan to make your "Why" a reality.

But before moving forward, you must discover your "Why." Please write it down. Think about it. This is the bottom level of the foundation of your law firm. Your "Why" will help guide you in making crucial decisions, from where to practice, who to hire, how many hours you want to work, how you want to bill, and how big you want your firm to become.

Included in your "Why," think about adopting an abundance mindset. The law is packed with people who have a scarcity mindset. The scarcity mindset fits well in a profession dealing with conflict, emotions, and catastrophes. But, if you throw out the scarcity mindset and adopt an abundance mindset, you will discover a new freedom. And with this new mindset, you will be prepared to implement the plans this book lays out.

CHAPTER FOUR: THE BUSINESS IS OUT THERE - HOW WILL PEOPLE FIND YOU?

For most people starting a law firm or wanting to start a law firm, the scariest aspect is finding business. Business comes to us in different ways. Let's talk about three common ways of getting business.

i. Networking for Business

As a law firm owner, you must get out in the community and inform people about your services. This is networking. Networking is a long-term business prospecting model. But just because it is a long-term model, don't avoid it. There are many reasons to network. And one often overlooked reason is that networking will help you to become a better salesperson. I can hear your protest now, "But I am not in sales; I am a lawyer." True, you are a lawyer. And you are a lawyer who is selling your service. So you are also in

sales. Networking gives us plenty of chances to tell others what we do and how we can help, and it allows us to become a value-added part to those we know.

As for how to network, here's what I have learned - getting into a regular, consistent networking schedule with people who aren't lawyers will pay off. Add a stable, consistent networking schedule with lawyers, and you will have an excellent foundation of relationships in a few months to a year. From that foundation, you will find that consistency is your friend and that your "network" will grow faster and larger with less effort.

2. Referrals

Referrals are the product of your network. And while referrals are tied into networking, not all referrals will come from your network. Some will come from people who know your reputation. Others will come directly from your network.

Referrals are typically your best leads. They come with a built-in advantage - the person coming to see you already trusts you even though they don't know you. Why? Because they trust the person who referred them.

There is a temptation to view referral leads as "free." I'm afraid that's not right. They are not free. Instead, most referrals are the product of your networking and reputation building.

There is also a temptation to view a referral lead as a "sure thing." This is also wrong. Refrain from viewing a referral as certain business. Instead, consider a referral as someone who needs help, already has a good opinion of you, and, because of these two facts, someone to whom you can show your expertise and problem-solving skills without convincing them they need your services.

It's essential to keep a list of who is referring your business. The people who refer matters to you believe in you. They are not to be taken for granted. And you must have a system to ensure you handle referrals with the utmost care.

3. Marketing

The untapped gold mine for your new firm lies in effective marketing. A marketing genius writes the following chapters. I cannot add to them in any technical sense. But I can talk about what is often missing in many law firms that engage in online marketing.

You need to have an online marketing presence. And you need to figure out how to service the leads that come. This is missing in almost every law firm, and because it is missing, law firms are leaving money on the table and not taking full advantage of their marketing.

The goal of marketing, be it print, online, SEO, or Google ads, is to maximize your return on investment.

The following took me years to fully grasp. And nobody is talking about it in law school. Let's break it down into simple terms.

1. You have a budget for marketing.
2. You want to determine how many leads your budget will bring you monthly.
3. You can only calculate reasonable leads if your marketer can show you like kind law firm data. So, you must ask for data and case studies. If you hire Cooper, it's easy. He has an abundance of both.
4. Next, you need to understand how long it will take to get you the leads. SEO takes longer to generate leads than Google ads, for example.
5. How much is each new case worth? Is a new case averaging to \$3500.00?
6. Once you know the average case value and the average number of leads, you can start to determine how many cases you need to break even, how many you need to turn a modest profit, and how many you need to achieve a 7 or 10 times return on investment.
7. How will you service each incoming lead? Each lead is worth \$ 3,500.00 in my example. How will you convert each incoming lead? Speed is of the essence - you absolutely must

- have a system in place to speak with your lead immediately or almost immediately.
8. Why? Why do you need to act with speed? Because you are a commodity. This lesson is lost on most lawyers. We're a gas station, plumber, or electrician we're a commodity.
 9. So, you need to invest time to develop your system of servicing each lead immediately.

A long time ago, I wanted to start my firm. I had no clue how to do it. I leaped blindly into the world of law firm ownership. Along the way, I made many mistakes. And I needed a guide. But I didn't have one and didn't know where to get one. As you read the following chapters, pay close attention to what Cooper is teaching. I am 100% convinced that if you understand what he is trying to teach you, you will find more success than you dreamed of.

PART II

MARKETING A LAW FIRM

BY COOPER SAUNDERS

CHAPTER FIVE: CREATE YOUR FOUNDATION

Now it is time for the fun part (sorry, Miller!), which is marketing and growing your new law firm.

All of the strategies and tactics I will share with you are proven to bring clients to your new firm.

I have had the privilege of working with law firm owners for nearly ten years now, and I have learned a great deal along the way. This helps you because I know what works — and, more importantly, what doesn't—when growing a law firm. This allows you to skip years of testing and wasted time, and money.

Over the last two years alone, we have had the privilege of helping 57 lawyers start their law firms. What is even more impressive is that 37 of the 57 law firms we helped launch have already become 7-figure law firms, with the rest not far behind. Establishing the proper online foundation and processes from the beginning makes all the difference.

Before we begin, if you visit startyourlawfirmtoday.com, you will find video testimonials and case studies from clients who have hired my company to implement this process for them. There is also a mini-series where I share my screen and walk through each one of these steps in detail. I highly recommend you check those out.

Let's get started.

Overall Strategy

So, what is the most effective way to generate clients for your law firm? Get in front of people who are actively searching for what your law firm provides. This will generate the most consistent and profitable leads.

The hardest part of marketing is convincing someone they have a problem, that they should fix it, and that your firm is the solution.

By skipping that uphill battle and instead allocating your resources toward people who already know they have an issue and are Googling for help, you will start signing up clients.

Am I saying this is the only form of marketing? Not at all. But in the last ten years, this strategy has generated more revenue than any other form of marketing. And when you are just starting out, you don't have the luxury of wasting massive amounts of time and money. Let's ensure we establish the proper foundation for

your law firm to make this process as smooth as possible.

The Foundation

Imagine you want to build the tallest skyscraper in your city. What is the most important thing to ensure the success of this massive building? You guessed it. Make sure it has a solid foundation. Without it, the building will eventually collapse or slide away.

Most new law firms build their business on a weak, sandy foundation, making growth an uphill battle. We do not want that for you. If you follow the steps outlined in this chapter, you are on the road to success.

Practice Area

The first step in creating a solid foundation for your new law firm is identifying your practice area. This will be your niche, and you will become the go-to law firm in your area for this type of law. I am sure you have heard the saying, “Riches are in the niches,” and it holds true when choosing your practice area.

When identifying your focus, choose one you are already familiar with and have worked in before. We have helped launch law firms across nearly every major area of law, and those that do best are typically those with prior experience in their chosen practice area.

Location

Now that you have selected your practice area, it is time to choose the city you are going to dominate. But picking a city is not as simple as it sounds. Choosing the wrong location can make it incredibly difficult to grow. The key is finding the right balance between search volume and competition.

Most lawyers I speak with want to set up shop in the nearest major city, such as Denver, Dallas, or Houston. But that is often a big mistake. Yes, those cities have tons of people and searches, but they also have massive competition. Gaining visibility can be nearly impossible without a huge budget and lots of time.

Instead, you want to be a big fish in a small pond, not a minnow in the ocean.

When choosing your location, focus on three things:

1. The number of people in the city
2. The monthly search volume on Google
3. The local competition

Here is a quick example. One of our clients is based in the Dallas metro area. From past experience, we knew trying to conquer Dallas would be an uphill battle. Could it be done? Sure, but why fight an 800-pound gorilla if you do not have to?

Instead, we conducted market research and stumbled upon Plano, Texas. It had strong search volume and significantly less competition. After evaluating a few cities, we picked Plano. In just one year, that firm is on track to become a seven-figure business, with plans to open additional offices in nearby cities.

Choosing the right location is critical. Visit startyourlawfirmtoday.com to schedule a meeting with me or watch the video on how to perform market research.

Law Firm Name

Once you have identified your practice area and city, it is time to name your firm. This is where many new law firms make their first mistake. They choose something generic like The Saunders Law Firm. That might sound solid, but it is actually a bad move. Here is why.

First, you want potential clients to immediately understand what your law firm does. Do not make them work for it. If you name your firm something vague like The Saunders Law Firm, people will not know what you offer. Instead, opt for something more descriptive, such as The Monarch Estate Planning Law Firm. That way, it is clear what services you provide.

Second, and more importantly, your law firm name will significantly impact how quickly you rank in Google's Local Map Pack, which is where the majority of leads come from. When someone searches for "family law firm [city]," they usually pick one of the top

three listings. These leads are the most consistent and profitable.

Including your practice area in your law firm's name gives you a huge advantage in Google rankings. That is why so many firms add keywords into their names on Google, for example: "The Saunders Law Firm - Family Law Firm."

But here is the catch. If "Family Law Firm" is not part of your official legal name, it violates Google's guidelines. Your Google Business Profile could be suspended, or it might revert back to The Saunders Law Firm, and your rankings will plummet.

To really stand out, include both the city and the practice area in your law firm name. If you are starting a criminal defense firm in Chattanooga, Tennessee, here are two strong options:

- Chattanooga Criminal Defense Law Group
- The Chattanooga Criminal Defense Law Firm

Doing this will help your law firm appear at the top of the local map pack almost immediately for searches like "criminal defense law firm Chattanooga." (As long as you implement the rest of the Local SEO tactics.)

Why is this so important for your law firm? Let's break down the numbers.

In Chattanooga, there are about 3,000 searches for buyer intent keywords, which are the terms people use when they are looking to hire a law firm.

When you rank first for these keywords, you can expect between 50 and 100 leads per month for your law firm, and that's on the very conservative side. I personally believe you'll get a much higher number of leads than that. However, I prefer to underpromise and overdeliver, so let's stick with these numbers.

With a close rate of 20% and an average case value of \$5,000, you could be earning anywhere from \$50,000 to \$100,000 a month from organic leads alone. Not bad.

Once you have decided on a name, head over to GoDaddy and check domain availability. You might have to get creative.

If ChattanoogaCriminalDefenseLawGroup.com is taken, you could register something like Chattanooga-CriminalDefenseLG.com instead.

One question I get all the time is whether buying domains like CriminalDefenseLawyer.com is worth it. My answer is not really. Unless the domain has massive authority, skip it, especially if someone is trying to sell it for hundreds or thousands of dollars.

Branding

For your law firm's branding, do not overthink it. I have seen lawyers hyper-fixate on branding and never get around to doing the things that actually grow their

firms. Hop on a service like Upwork or Fiverr and pay someone around \$50 to create your branding. My company can also create your branding.

Professional Photos

The final step in creating a solid foundation for your new law firm is to have professional headshots and action shots taken for your website and social media.

Before We Move On

Are you ready for one of the most important tips I can give you?

You are in sales.

I can generate calls and leads for your law firm, but it's your responsibility to close the leads. Not only that, but you also need to ensure that every staff member who regularly deals with clients has received sales training.

Let me tell you a quick story. I have a personal injury client in Houston who was ranking for over 80 keywords related to personal injury. This is no small achievement. Our services were generating around 150 calls a month.

When we had our monthly meeting, the client was not happy. He told us the leads were not generating business and that he was concerned about the return on investment. I was stunned. I went into the meeting

thinking we would exchange high-fives. Instead, we had a very serious conversation.

I thought, this cannot be right. There are too many calls for all of them to be bad.

So I decided to see what would happen if I called the office.

First call. No answer. Voicemail full.

Second call. No answer again.

Third call. Someone finally answered and you would have thought I called at one in the morning on Christmas Day. A loud “HELLO” came through the phone.

I asked, “Is this the XYZ Law Firm?”

After a pause, she said, “Uh, yeah? What do you want?”

I immediately hung up and called the client. I asked if he had ever mystery shopped his receptionist.

He replied, “No. Why? She has been here since I started the firm.”

I told him I found the problem. After doing his own testing, he enrolled her in a sales course and now his law firm has doubled its previous year’s revenue.

What is the moral of the story? When you start your law firm, make sure you and your team understand the importance of sales. Otherwise, growing your firm will be an uphill battle no matter how many leads you get.

For the best information on this subject, grab two books written by Brian Tracy. *The Secrets of Closing the Sale* and *The Psychology of Selling*.

Wrapping It Up

By now, you should have the following identified and created for your new law firm:

- Practice area
- Location
- Name and domain
- Branding
- Professional photos

Now that you have a solid foundation in place, let's move on to creating your online assets.

CHAPTER SIX: CREATE YOUR ONLINE ASSETS

Creating Your Online Assets

Now that the foundation of your law firm is created, it is time to start creating the online assets for your law firm.

Again, if you do this correctly, growing your law firm will be a breeze. If not, it will be an uphill battle.

Google Business Profile

Setting up your Google Business Profile correctly is massively important to ensuring the success of your law firm. Let's walk through the step-by-step process of setting up a Google Business Profile.

Choosing Office Space

With your city now identified, it's time to find suitable office space for your new law firm. Remember, where your physical address is located is where you are going to rank in the local map pack, so you must choose an office location in the city you identified in the previous chapter.

The best option when you are just starting out is to use a coworking space such as Regus. These places typically have virtual offices that serve as an office we can use to create your Google Business Profile. As long as you are not using a P.O. Box or UPS box, you will be okay.

And yes, coworking offices are fine to use. I have set up around 25 new Google Business Profiles at virtual offices in the last 90 days alone. They will work fine for your needs.

Creating Your Google Business Profile

Once you have your office space, you will create your Google Business Profile. To do this, head over to <https://business.google.com/> and click the “Get Started” button. From there, it will walk you through each step of the profile creation process.

Once you have created your profile, Google will ask you to verify your location by filming a video of the location or sending you a verification code to your

email or phone via text or phone call. Lately, Google has been allowing verification via email, which is a whole lot easier than the video verification process.

If, after you verify your location, Google suspends your profile, please reach out to me, and I will get it back up for you. Cooper@wiseguysdm.com

Initial Google Business Profile Optimization

For simplicity's sake, I will walk you through each step you need to take to optimize your Google Business Profile from top to bottom. Optimizing your Google Business Profile is just one of many ranking factors for local SEO. If you want a complete overview of how to perform local SEO, visit <https://startyourlawfirmtoday.com/> and watch the mini-series.

Assess Your Competition

One of the first things I do when I meet with a potential client is assess their current competition. Open up Google, search for your niche, and see what law firms show up in the Local Map Pack.

- How many reviews do they have? Have they replied to them?
- What does their cover photo look like?
- How many photos do they have?
- What does their website look like?

- How often do they post updates?
- What are their updates about?

Business Name

The first thing Google is going to ask you to add is the name of your law firm. We have already identified this in the previous chapter.

Business Category

Your law firm's primary category is the most important, and you must choose it properly. The categories you choose will help determine which searches your business appears for and which Google Business Profile features are available to you. There are thousands of categories to choose from.

Let's say you chose "Motorcycle Accident Law Firm" as your niche. Unfortunately, there is no exact category for this. So, you will need to select "Personal Injury Lawyer." However, if your business name is "Motorcycle Accident Law Firm," you will almost automatically rank in the top three for motorcycle cases.

Business Description

In the business description, outline the aspects of your law firm that make you unique. Include some of the keywords and locations you want to rank for, such as

“Social Security Attorney Las Vegas.” Try to use the full 750 characters with rich content about your law firm.

Contact Information

A significant step in optimizing your Google Business Profile is ensuring that your law firm's contact information is accurate.

- Phone number
- Website URL
- Social media profiles

Consider using a call tracking number for your website and Google Business Profile. This feature allows you to track incoming calls and listen to recordings, which helps with accountability and training if you have a receptionist or an answering service.

Hours and More

Make sure the hours displayed on your Google listing match those on your website. Once you confirm the hours match, go through the holidays and mark the days you will not be open.

One thing I will tell you is that when your office is marked as closed, Google will be less likely to recommend your law firm. I always have my clients add their hours as open 24/7 and add to their website and voice-

mail that if it is past 5 p.m., they will respond first thing in the morning. I also have clients who use answering services that respond 24/7. Do whatever works best for you.

Photos

This is one of the most important parts of your Google Business Profile. The photos on your listing are the first impression potential clients will get of your law firm. Start by uploading a cover photo. This is the first photo people will see. I recommend using a picture of yourself or your law firm.

Next, add your business logo. Please make sure the logo is properly sized. If it is not, it looks very unprofessional. Contact the designer of your logo and tell them, “I need this logo 500 by 500 pixels.”

Add Updates

This form of microblogging allows businesses to post short pieces of content. So, how often should you post? Once a week is the sweet spot we have found works best for improving search rankings. It shows Google that you are active and engaged.

Generate Reviews

Now that your Google Business Profile is live and verified, you need to get some reviews. Reviews play two massive roles for your law firm. First, they are a major ranking factor for Google. Second, they help convert traffic into leads.

There will be a section in your Google Business Profile that says “Get Reviews.” Click this to generate a link that you can share with others, which will direct them directly to your review section. Share this link with all your friends and family, and ask them to leave a review. Try to get around 20 when you first get your profile activated. After that, consistency matters more than quantity. Try to get at least one or two reviews each month.

Here is a quick GBP setup checklist to make sure you do not miss a step:

- Choose a verified office address in your target city
- Set your primary category accurately
- Write a keyword-rich business description
- Add your phone number, website URL, and social media links
- Set business hours and confirm they match your website

- Upload a professional cover photo and a properly sized logo
- Post updates weekly
- Get at least 20 reviews to start, then maintain consistent monthly reviews

Your Law Firm's Website

It is very easy to overthink and overpay for your website. I have seen law firms spend \$15,000 to \$30,000 on a new website only for it to perform worse than the one they had before. Here is the one thing to remember. The job of your website is to rank well and convert traffic into leads. That is it.

Every day, I see people overcomplicate this. You do not need to spend a small fortune on a website. There is just no need.

I have analyzed thousands of websites over the past decade, and the ones that do the best at converting traffic into leads are simple and built to turn visitors into clients. You are not building the next Facebook. You are trying to generate leads and cases for your new law firm.

When we build websites for law firms, we always start with the end in mind. What is the desired action we want the visitor to take? Do we want them to call your law firm? Fill out a form? We need to be very specific. If not, visitors will skim through your site and leave without taking action.

At a minimum, your law firm website should include:

- Homepage
- About Us page
- Individual Practice Area pages
- Contact page
- Testimonials
- Blog

The About Us Page

The About Us page is the second most-visited page on law firm websites, after the homepage. What does that say about your potential client's behavior? They want to know more about you and connect on a personal level. When they contact your law firm, they want to feel like they already know you.

So, let's walk through how to build an About Us page that turns visitors into leads. I have tested this format for years, and it consistently delivers the best results.

Step One: Your Story

Start with your story. What does your law firm believe in? Why did you start it? What are your values and mission? What drives you? Explain why you chose your niche.

Step Two: The Characters

Who is behind the law firm? Include your professional headshots and link to your LinkedIn. People want to work with real humans, not faceless corporations.

Step Three: The Conflict

Why did you start your law firm or focus on this niche? What did you see in the industry that did not sit right with you? Did you work for a big firm that did not care about clients? I started WiseGuys Digital Marketing because another company took advantage of my grandparents. What is your story?

Step Four: The Resolution

What problem did you solve and how did you solve it? Did focusing your energy on becoming the best in your niche help? Provide proof such as testimonials and awards.

Step Five: The Dialogue

What does your firm sound like? Do you use specific language that connects with your target market? This is where you can insert your About Us video.

Step Six: The Call to Action

How can people get in touch? Make it simple and give them one choice. Should they call? Fill out a form? Do not confuse them. Additionally, place a testimonial below the call to action to enhance credibility and increase conversion rates.

Step Seven: The Setting

Where is your firm located? Add photos of your building and office. Showcase any awards or recognitions. Show them you are real.

Always remember that visitors to your About Us page want to get to know you. Open up and connect with them. Show them you are a real person trying to help.

Social Proof

Social proof is one of the most powerful elements you can incorporate into your website. This includes reviews, video, written testimonials, and case results. When potential clients see that you have helped people just like them, they are far more likely to trust you.

Social Media Profiles

Next, create all of the social media profiles for your law firm. I have heard “I am not a big social media person” a thousand times, but it is important that you at least create the profiles, link them to your website, and add them to your Google Business Profile.

For our clients, we post two to three times per week, and that works very well. The most important thing is that Google sees your profiles and expands your online presence. I am not going to make you post selfies, trust me.

For example, when you Google “WiseGuys Digital Marketing,” the blue links will display our website, followed by Yelp, LinkedIn, Facebook, and Instagram.

Important Local Directories

Once you have your social media set up, create and verify the three most important local business directories. There are over 180 in total, and we manage these for our clients because it is very time-consuming. As an owner of a law firm, you have bigger fish to fry.

These are the three you must create first:

- Yelp
- Apple Maps
- Bing Local

Each of these has a different verification process. They might call you with a code or send you something in the mail. Once verified, add all the information about your law firm. Yelp will probably call and try to sell you advertising, but ignore them. Their marketing packages are not worth it.

Legal Directories

After claiming the big three, add your law firm to the main legal directories. Again, skip the upsells. We just want the listing so we can grow your online presence and improve our visibility with Google.

CRM: Customer Relationship Management

Now that your online presence is set up, it is time to think about how you are going to manage the leads that come in. This is where a CRM, or customer relationship management system, becomes essential.

A CRM helps you keep track of every person who contacts your law firm. You can see where the lead came from, what they contacted you about, and where they are in the intake process. This is one of the most overlooked tools by new law firms, but it is also one of the most valuable.

If you are relying on sticky notes, spreadsheets, or inbox flags to manage potential clients, things will slip

through the cracks. A CRM keeps everything in one place and ensures no opportunity is missed.

If you're unsure where to begin, tools like Clio Grow, Lawmatics, and HubSpot are excellent CRMs that work well for law firms. There are dozens of options out there. Choose one that fits your workflow and get it set up as early as possible. It is much easier to build strong habits now than to fix messy systems later.

Email Marketing

Once you have a CRM in place, the next step is to set up your email marketing. This is where you take the leads in your system and nurture them into becoming clients.

Here is the reality. Not every person who contacts your law firm will hire you on the first call. Many people are still researching or figuring out what to do next. That is why following up is so important.

Email marketing allows you to stay in front of potential clients with helpful updates, tips, and reminders. Even a simple monthly email that tells people what you do, how you can help, and how to get in touch can lead to new business.

Email marketing is not about being spammy. It is about building trust over time. You want to position yourself as the expert who is ready to help when the time is right. The goal is to remain omnipresent in their minds, and email marketing is the most effective and affordable way to achieve this.

If your CRM includes built-in email tools, use them. If not, connect it to an email marketing service like Mailchimp, ActiveCampaign, or ConvertKit. The key is to stay consistent and keep showing up in your prospects' inboxes.

Final Note on Compliance

Before publishing anything online, be sure to check your state bar's advertising rules. Every state is a little different, and it's always better to stay compliant from the start.

Recap

By now, you should have all of your online assets created for your law firm:

- Google Business Profile
- Website
- Local Business Directories
- Legal Directories
- CRM
- Email Marketing

If you have any questions, please don't hesitate to contact me at Cooper@wiseguysdm.com.

Before we move on, I have a big favor to ask you.

Could you please go to Amazon and leave us a review? It would mean the world to Miller and me. If you visit this link, <https://a.co/d/4kqJN1G>, or scan the QR code, it will take you straight to the listing. Thank you so much in advance.



Next, I will walk you through the basics of paid marketing. Let's jump right in.

CHAPTER SEVEN: PAID MARKETING

Paid Marketing: Generating Leads With Paid Marketing

Paid marketing, when done correctly, will become one of your law firm's most powerful tools for growth.

When done incorrectly, you will find yourself frustrated, wondering why you wasted your time and money.

There are numerous paid marketing avenues available today, and more emerge every week.

From social media ads to search engine campaigns to sponsored content, it can be overwhelming to know which strategy to trust. Everyone seems to be selling a new course or promising a revolutionary new tactic.

But here's the good news. After ten years of working with law firms, I have tested nearly all of the tactics and strategies for paid marketing, and I can confidently tell

you what works and what doesn't. The strategies I share here are not based on theory or guesswork—they are proven methods we implement for our clients every day.

As a new law firm, we must be mindful of two key considerations: time and money. The best long-term strategy is Local SEO and ranking in the local map pack, but that takes time. If you followed the steps in the previous chapter, you can expect to start getting organic leads within 30 to 60 days. But what do you do while waiting for those leads to come in?

Let's talk about what you can implement today to start generating leads immediately.

Google Pay-Per-Click Ads

Google Ads is the fastest way to generate leads for a new law firm. It enables you to connect with individuals who are actively seeking legal services in your area. These are some of the highest-intent leads you can get.

I know you've probably heard horror stories about how Google Ads doesn't work or that it's a waste of money, but let me tell you this—the only reason someone doesn't get leads from Google Ads is because they didn't set them up correctly, didn't invest enough, or didn't give it enough time to work.

We have managed hundreds of successful Google Ads campaigns for law firms. When done right, they work.

So what separates a winning campaign from one that flops? It all comes down to one thing—Google’s Quality Score.

Google Quality Score

Before you set up your Google Ads campaign, you need to understand how Google’s Quality Score works and why it matters.

Google is, at its core, a giant referral engine. People go to Google to find answers and get referred to solutions. If someone searches “motorcycle accident lawyer,” and Google shows them a link for tax attorneys, that user won’t be happy. If it happens often enough, they might start using Bing or another search engine.

This is why Google is extremely protective of the user experience. That applies to both organic listings and paid ads. In fact, Google’s Quality Score was created to make sure ads are just as helpful and relevant as the search results.

There are four main parts to Google's Quality Score:

- Click-Through Rate (CTR)
- Keyword/Ad Relevance
- Keyword/Query Relevance
- Landing Page Quality

Let's break these down.

Click-Through Rate (CTR)

CTR is the percentage of people who click on your ad after seeing it. It's calculated by dividing the number of clicks by the number of impressions and multiplying by 100. So, if your ad is shown 10 times and receives one click, your CTR is 10%.

The higher your CTR, the better. It tells Google that your ad is relevant to what the user was searching for. Google compares your CTR to similar ads targeting the same keywords, so even if you think 5 percent is good, Google might expect more depending on your niche and location.

Keyword/Ad Relevance

This refers to how closely your ad text matches the keywords you are bidding on. For example, if you are bidding on "divorce lawyer" but your ad talks about

general legal services, your relevance will suffer. You want to ensure that your ads directly address the search terms you are targeting. That's why focus is so important when you create your campaigns.

Keyword/Query Relevance

This is similar to the last point, but it looks at how closely your keyword and ad align with what the user actually typed into the search bar. If someone types "Should I hire a divorce lawyer?" and your ad is for a "Free Consultation with a Divorce Lawyer," you are in good shape. The more relevant the experience from search to ad to landing page, the higher your score will be.

Landing Page Quality

While this factor has the least weight in your Quality Score, it still plays a significant role in converting clicks into leads. If someone clicks on your ad for "Motorcycle Accident Lawyer" and lands on a generic homepage or contact page, that's a bad experience.

Instead, they should land on a page that speaks directly to what they searched for. It should have matching headlines, helpful information, and a clear call to action.

Why does all this matter? Because Quality Score directly impacts how much you pay per click. A low

score means you'll spend more money to get fewer results. I've seen law firms with half the budget completely outperform firms with poor setups and bloated ad accounts. Don't let that happen to you.

If you decide to create your own Google Ads campaign, please understand this is not a set-it-and-forget-it strategy. You must monitor it daily, add negative keywords as needed, review ad performance, and make adjustments as necessary. Otherwise, your marketing budget will disappear faster than you think.

With all of that being said, Google Pay-Per-Click ads are an important tool to ensure you start generating leads as quickly as possible for your new law firm. Just be careful, take your time when creating them, and keep a very close eye on them. If you have any questions or need help with your Google Ads, please reach out to me, and I'll be happy to assist you. Cooper@wiseguysdm.com.

Referral Marketing Strategy

Once your Google Ads campaign is running and generating leads, the next step is to build your referral base. This strategy takes more time to implement but pays off in a major way.

Referral marketing means you are not relying on just one source of leads. That way, if Google slows down or your SEO rankings dip temporarily, you still have other channels keeping your pipeline full.

The Dream Referral List

Start by creating your dream referral list. Write down the top three or four professionals who would be likely to send clients your way.

For example, if you run an estate planning firm, your list might include:

- Financial Advisors
- Accountants
- Family Law Attorneys
- Wealth Managers
- Personal Injury Attorneys
- Bank Trust Officers

Now imagine if even ten of these people sent you one client per month. That would change everything. We've had clients implement this strategy and get 30 to 40 quality referrals each month from just a handful of referral partners.

Creating Your Dream Referral Strategy

This strategy is simple and powerful. Here's how to build it:

Gather Your List

Open up an Excel sheet and add as many high-quality potential referral partners as you can. Search for these individuals on LinkedIn or conduct a Google search to find them. Try to find mutual connections and ask for warm introductions. This will significantly speed up the process. Try to generate a list of around 50-100 people you can reach out to.

“What’s In It For Me?”

Everyone is always secretly asking, “What’s In It For Me?” and “How will I know they will take care of the people I refer to them?”

- What’s in it for them?
- Why should they refer cases to you?
- What is so special about your law firm?

Don’t get discouraged if they don’t start sending your referrals after your first interaction. You will need to build and grow this relationship. Send them things in the mail that you learn they like.

For example, one of my greatest referral partners was a tough nut to crack when I first reached out to her. But on our first call, she mentioned that she was a huge New York Islanders hockey fan.

So I sent her a New York Islanders coffee mug. Ever since then, she has sent me more referrals than I can count. Again, the price doesn't matter. It's the fact that you remembered something they said and acted on it.

“Yeah, But They Already Have a Lawyer...”

This is a common objection. But here's what I've seen: as you stay top of mind and show up consistently, the moment their current provider drops the ball or retires, they will think of you. Persistence wins. Be the one who shows up with value over time, and you will eventually earn their trust.

Social Media Marketing

When clients ask me about social media ads, I am transparent about my approach. For new law firms, I would ignore it when you are first getting started. Again, I am always looking at two key factors when growing a new law firm: how much time will it take to generate leads, and how much money will they need to invest to see a return on investment.

To see returns from social media ads, it's a more long-term strategy. If you plan to run Facebook or Instagram ads, prioritize building your email list. Offer a free download or guide, such as a checklist or video series, in exchange for an email address. From there, you can follow up and build a relationship over time.

Don't expect people to hire you from a random Facebook ad. Use it to capture interest and follow up through email and retargeting.

Wrapping It Up

Paid marketing gives your law firm the ability to grow fast, stay visible, and diversify your lead sources. Google Ads gets you in front of people searching for legal help. When you approach paid ads with strategy and discipline, the results can be game-changing.

Let's move on.

Please feel free to email me at Cooper@wiseguysdm.com if you have any questions about this chapter.

CHAPTER EIGHT: HIRING A DIGITAL MARKETING COMPANY

So, I'm sure you're asking yourself, "When should I hire a digital marketing company?" Do you want to know my completely unbiased opinion? As soon as possible.

And if you don't hire me to help your law firm, you will forever be dead to me. (Jk... Maybe.)

However, before taking this step, you should consider a few essential precautions to avoid any negative consequences.

The best way to hire a digital marketing company is to ask around and see which company other law firms use. For example, WiseGuys really only works with referrals these days. Very few digital marketing companies do amazing work, so when you are one of them, referrals come in abundance. You will never receive a robocall from me, and I will never send you an email promising backlinks. Why am I telling you all of this?

Because the digital marketing companies that are good at what they do won't spam you with robocalls.

Below is a review I received from a client that illustrates the typical lifecycle law firms go through when choosing a digital marketing company.

“After hiring countless Gurus and growing tired of lighting tens of thousands of dollars on fire, I was introduced to WiseGuys Digital Marketing by a fellow estate planning attorney. We made the leap after being shown (with actual data) that our current SEO campaign wasn't cutting it. My only regret is not finding these guys sooner! A few months in, and we're already up 40% during our SLOW season! I'm excited about the opportunities this growth will provide us and look forward to working with this crew for all of our SEO, Google Ads, and digital advertising needs.”

**-Michael Jenkins; Jenkins & Jenkins, Estate
Planning Attorneys**

During my meetings with law firms, I frequently hear about their experiences with digital marketing firms. Many have spent significant amounts of money with little to no return on investment, leading them to switch to a different firm and repeat the process. Here are some things to consider when selecting a digital marketing company to avoid this cycle.

First and foremost, if it sounds too good to be true, it probably is. There is no such thing as something for nothing.

Here are the things you need to do to ensure you won't get taken for a ride by a less-than-average digital marketing company.

- Since you are just starting your law firm, will they adjust their pricing to ensure they can grow with you?
- Do they show you previous work and case studies?
- Ask them about their process (data should be mentioned).
- Look at their reviews
- Do they insist on locking you into year-long contracts?
- Do they have people vouching for them?
- Are they transparent about their pricing?
Every law firm is different. The price they charge should vary based on the competition and the goals you want to achieve. If they have packages that don't vary, be suspicious.

- Do they ask about your law firm's goals and objectives? All of our plans are built around this. If they don't ask, it is very hard to build the roadmap.

My motto: Trust but verify. Talk is cheap.

CHAPTER NINE: LAW FIRM LAUNCH CHECKLIST

LAW FIRM LAUNCH CHECKLIST

Use this checklist to ensure you've completed every critical step in launching and marketing your new law firm. Don't skip any of these. Each one is designed to build momentum and help you grow your firm with confidence.

Brand and Visual Identity

- Finalize your law firm name
- Create a simple, professional logo (Fiverr or Upwork is fine)
- Choose brand colors and fonts

- Order business cards and firm letterhead (optional)
- Get professional headshots and team photos

Online Presence

- Purchase a domain name for your law firm
- Build a website optimized for lead generation and SEO
- Ensure your website has a clear call-to-action (CTA)
- Write a compelling About Us page using the seven-step framework
- Include testimonials, awards, and social proof on your website
- Set up website tracking with Google Analytics and call tracking
- Add FAQ and blog sections for SEO

Google Business Profile

- Secure a physical or virtual office address in your target city
- Create and verify your Google Business Profile
- Choose the correct primary category for your firm

- Write a keyword-optimized business description
- Add contact information and match hours with your website
- Upload a cover photo, logo, and interior/exterior images
- Post weekly updates to your Google profile
- Generate your first 20 Google reviews
- Continue getting at least 1-2 reviews per month

Local Business Directories

- Create and verify your Yelp profile
- Create and verify your Apple Maps listing
- Create and verify your Bing Places profile

Legal Directories

- Add your firm to the top legal directories (Avvo, Justia, etc.)
- Skip the upsells and only claim your free listing

Social Media Profiles

- Set up Facebook, Instagram, LinkedIn, and YouTube pages
- Link your social profiles back to your website
- Add your social profiles to your Google Business Profile
- Post consistently (2–3 times per week is fine)

CRM and Email Marketing

- Choose and set up a CRM (Clio Grow, Lawmatics, or HubSpot)
- Input new leads and track their source and status
- Connect your CRM to an email marketing platform if needed
- Create a follow-up sequence for new leads
- Send monthly or bi-weekly email updates to nurture leads

Paid Marketing

- Set a monthly ad budget you're comfortable with
- Create a Google Ads campaign focused on your niche
- Write compelling ad copy that matches your keywords
- Build highly relevant landing pages for each ad group
- Monitor your Quality Score regularly
- Log in daily to add negative keywords and optimize
- Use call tracking to monitor campaign performance

BONUS CHAPTER-MARKETING SECRETS OF THE ULTRA-WEALTHY

CHAPTER ONE: BEGIN WITH THE END IN MIND

“Let others get caught up in the twist and turns of the everyday battle, relishing their little victories. Grand Strategy will bring you the ultimate reward: the last laugh.”

-Robert Greene, 48 Laws Of Power

What qualities do some of the most successful humans and companies have that all others don't? You see, success leaves clues, and it is our job as humans to pick up on these clues and act upon them, evolve. If we didn't evolve, we would still be in caves, living off the land, competing with the rest of the animal kingdom. Is it by chance or luck that since the dawn of time, every single successful group or entity has followed the same pattern—no matter how large or small? No.

From Alexander the Great down to the modern-day corporation, they all have one thing in common. They understood their Grand Strategy and had the grit to

complete what they set their minds to, the one end goal they are striving to achieve. So the question is, why do some people ignore these clues? Wouldn't it be easier if they just follow what works, or is it merely that that just have no idea? Are they truly that oblivious, or is it something else?

To gather some context, we need to step back and understand how humans separated from the rest of the animal kingdom in the first place. In Robert Greene's book, *The 33 Strategies of War*, he says, "Thousands of years ago, we humans elevated ourselves above the animal world and never looked back. Figuratively speaking, the key to this evolutionary advance was our powers of vision: language and the ability to reason that it gave us, let us see more of the world around us. To protect itself from a predator, an animal depending on its senses and instincts; it could not see around the corner, or to the other end of the forest.

"We humans, on the other hand, could map the entire forest, study the habits of dangerous animals and even nature itself, gaining deeper, wider knowledge of our environment. We could see the dangers coming before they were here. This expanded vision was abstract: where an animal is locked in the present, we could see into the past and glimpse as far as our reason would take us into the future. Our insight expanded further and further into time and space, and we came to dominate the world."

This is the key that I want you to see. Very few people nowadays utilize this fantastic tool that got us here in the first place—drifting wherever the wind takes them, no direction at all.

“In a world where people are increasingly incapable of thinking consequently, more animal than ever, the practice of grand strategy will instantly elevate you above others.”

-Robert Greene

Our strength is not that we are the fastest or the strongest in the animal kingdom. Our power is that we are able to see what we want, create a plan on how to get there, and get it done. Building on past mistakes and learning from them.

This is nothing new. This is how humans survived and evolved. We were able to have vision, and we were able to plan tactics and strategies to get us out of harmful situations before they happened. This is how we were able to control the animal kingdom completely. This is why we dominate the sky, land, and ocean.

Even with this extraordinary strength that God blessed humanity with, we find ourselves in bad situations. Society got too comfortable. Life is now too easy compared to our primal days. We no longer have to worry about a saber tooth tiger entering our cave in the middle of the night.

How was Alexander The Great able to conquer the entire Persian Empire before the age that most of us are

allowed to have a beer? From birth, his mother gave him a clear destiny and goal: to rule the known world. From the age of three, he could see in his mind's eye the role he would play when he was thirty. He was trained to master his emotions, and understood the tactical moves he must make. He always was thinking ahead, saying to himself, "This action will advance me toward my goal; this one will lead me nowhere."

He had a Grand Strategy, and once he had that, he developed tactical objectives to get there, and then everything else fell into place. He also had excellent teachers that helped him along the way.

When you are trying to grow your company, there is a system in place, a solid plan that has already worked for centuries. All you have to do is follow it. Starbucks has a Grand Strategy, "To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time." Every move Starbucks makes, they can look back and ask themselves, "Will this action move us toward our goal, or away from it?"

That's it. That is the exact method that every single successful person or organization took to achieve victory. They established a clear Grand Strategy and then took steps to achieve the goals, but seeing where you want to end up is the easy part.

So why do some people ignore these clues? Wouldn't it be easier if they just follow what works? Are they indeed that oblivious, or is it something else? As the saying goes, "If it were more information we

needed, we would all be rich and have six-packs.” The information is here, and it’s always been here.

I believe that what separates the great companies, people, and organizations is having the grit to see it all the way through. They make the right moves consistently. When you make a long-term plan, you must have a lot of patience and resilience to see it through. At a certain point, you know that eating your body weight in cake is not a good idea, but that is your future self’s problem, not yours.

Humans are in love with instant gratification. They want happiness now, even though it will prove to be detrimental down the road. Truly great leaders are able to understand that nothing comes easy, and if it did, everyone would do it.

I can tell within five minutes if a potential client has the grit to implement this strategy. Are they looking for a get rich quick scheme, or are they looking to dominate their industry? There is nothing wrong with wanting a get rich quick scheme, but this is not where you will find it.

Before you start this journey, ask yourself, “Am I in for the long haul, or not?” If you are, get ready for the ride of your life. You might be asking yourself, “Can I really use this method to grow my company?”

My answer is this:

- Humans have used the Grand Strategy to...
- Dominate the Animal Kingdom
- Harness Electricity
- Communicate via Radio Frequencies
- Visit the Moon
- Discover Break Through Medical

Treatments And much, much more. Yes, I know it will work to grow your company. I'll also walk you through the exact way to build your foundation and guide you through every tactical step you must take to achieve your Grand Strategy. I'm going to give you the magic formula. Bold claim? You bet.

I can show you how to establish your foundation and employ tactics to get to your desired end goal, but at the end of the day, it's up to you to take action. It's as simple as that.

There are three main aspects of creating a Grand Strategy.

1. Identify Grand Strategy
2. Establish Foundation
3. Establish Tactical Rocks

First Step: Identify Grand Strategy

- \$15,000,000 in revenue in 5 years?
- #1 Supplier in the Country by 2026?
- Bring your product to every household in America?
- Every household in the world?

The first step is to choose where you want to go. What is your overall mission for your company? What is the end goal? When you are lying on your death bed, what would have to happen for you to be completely satisfied? Let's assume that there is such a thing.

I want your Grand Strategy to be so massive that it scares you a little bit when you say it. When you can see it in your mind and honestly believe that it is possible, that is when your life will never be the same!

The Man Who Thinks He Can

Poem by Walter D. Wintle

If you think you are beaten, you are
If you think you dare not, you don't,
If you like to win, but you think you can't
It is almost certain you won't.
If you think you'll lose, you're lost
For out of the world we find,
Success begins with a fellow's will
It's all in the state of mind.
If you think you are outclassed, you are

You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the man who thinks he can.

Choose your Grand Strategy, then commit to it. Commit 100% to everything in life, no matter what. The grass is not greener on the other side, trust me.

Second Step: Foundation

The second step we are going to take is to set up a proper foundation. Think about it in this context. Imagine that your Grand Strategy is on the other side of a rushing river. Swimming is not an option. We will build a foundation so that the slippery rocks that we step on won't slide out from underneath us. The rocks you're stepping on to get across the river are your tactical rocks. If you do a superficial job or don't build a foundation at all, you will eventually slip, fall in the river, and die. Rather than you actually dying, it is your dreams, goals, and desires. Personally, I'd rather die than give up on my dreams, goals, and desires. How about you?

Third Step: Tactical Rocks

Now that we understand where we want to go and have the foundation in place, we will develop the steps to get there—one step at a time, with purpose and determination. I'm going to walk you through the exact steps I take with my clients to achieve their desired Grand Strategy for business growth.

Remember, most companies these days are only focusing on the tactical side of things, acting more and more like animals. They are either too lazy or are simply unaware of linking their Grand Strategy. Without the link, you are dead in the water.

Without understanding your Grand Strategy, you will have no idea where you need to go, and eventually, you will get tired and fall into the river. Without establishing the foundation, you will be running in quicksand and eventually get so tired and frustrated you will lay down and die. When you use tactical marketing, you rely on small wins that bring very little long-term success. When you only rely on small tactical victories without a Grand Strategy, you will get lost and ultimately fail. Companies that “cook the books” so that their earnings calls look good are tactical players. They only think of short-term wins, even though the inevitable is coming.

Examples of tactical marketing are slashing your prices, competing solely on price, and using inaccurate sales methods to convince the client that your product

or service does something that it does not. When you lie and cheat to get ahead, it will eventually all come crashing down!

Not all companies that just use tactical marketing are bad! Some companies simply do not know the difference. They were told, “Get the most customers in the door by any means necessary!” If this is you, don’t worry. This is the new normal for companies. Humans are now so obsessed with instant gratification that they’d rather chose the easy way out rather than taking the time and really create something beautiful. Truly sad.

When you use tactical marketing skills without a long-term strategy, it is like a person with an addiction doing whatever they can to get their next “hit.” The more you do it, the harder it is to get off it, just like being addicted to gambling.

This is what you need to be very aware of. If all you did was lose at the casino, they would have no clientele, so they plan the customer’s experience flawlessly. While I was sitting in Las Vegas, I decided to watch one guy. He was very particular about which machine he picked. I overheard him talking to his buddy that he wanted to find one that someone had been at for a while. I thought it kind of made sense. The machine would be closer to handing out a big payday.

After a lady that had been sitting there for a while got up, he promptly sat down and deposited his crisp \$100 bill. After about 15 pulls, he was down \$55, and

then bang! The machine started making all of these loud noises, and colors were lighting up all around him. As people looked over to his machine to watch this lucky fellow, a grin grew across his face like he was the chosen one. He had the Midas touch, simple as that. I even found myself smiling. I mean the colors and sounds; it was infectious! He was now up to \$223, and I thought to myself, that's it? After the show that machine put on, I thought he might have won the whole damn casino!

But I continued to watch him after about thirty pulls; he was at about \$177. Still not bad! Up \$77 in Vegas! A strange thing started to happen, the wins got smaller, and the losses got bigger until he was at a depressing \$3.53. As he hit the “cash-out” button, I asked myself why didn't he stop when he was at \$223?

Here is the reason—as a human, your brain produces chemicals for pleasure. Two of those chemicals are dopamine and serotonin (more on serotonin later). Dopamine gets pumped into the brain for short term wins, like eating chocolate, hitting the jackpot at the casino— basically getting a quick victory. Dopamine is the part of the brain connected with addiction and what casinos take advantage of to create a loyal customer base.

When you are growing your company, it might feel good getting a client with false advertising or bringing on a client even though your company isn't truly going to solve their needs. It feels good to bring in five new

clients even though you needed fifteen to break even. Remember, you are only hurting yourself even though it feels incredible at the moment.

When you use strategic and tactical marketing simultaneously, you will be able to charge what you want and not only be respected in your field but dominate it. The strategic marketing outlook will take a bit more planning, but it will bring massive results in the long term. Now that you understand your Grand Strategy, the rest of this book will show you how to get there.

While I was writing this book, Elon Musk sent out a tweet of his Grand Strategy of what he wanted to achieve back in 2006. It's simple. He knew where he wanted to go. Now all he had to do is figure out how to get there. He had his foundation and Grand Strategy, and that is genuinely all you need. Luckily for you, I am going to give you the step by step tactical plays as well.

Elon 2006:

the master plan is:

1. Build sports car
2. Use that money to build an affordable car
3. Use *that* money to build an even more affordable car
4. While doing above, also provide zero emission electric power generation options

You Will Need Gas

Before we move onto the next chapter, I want to hit on something that I feel many people struggle with when they achieve success, and that is suppressing their dark side. They tell themselves that wanting a great life is selfish, but it's not. Since you were a kid, you were told false prophecies about money and success, and it's B.S. You're supposed to live an abundant and fruitful life. Do not let small-minded people take that away from you.

In Tim S. Grover's book *Relentless*, he does a fantastic job explaining it this way, "You know the story of Dr. Jekyll and Mr. Hyde? A respected, upstanding doctor discovers a potion that temporarily turns him into a dark, sinister predator, and for a while, he finds he enjoys being free from fear and morality and emotions, not caring about anyone or anything. For the first time in his life, he does what he feels, not what he's been taught."

Welcome to the dark side. I want you to unmask this fabricated persona that society made you put on. I want you to be free and enjoy everything you want to enjoy. Eat whatever you want to eat, travel wherever you want, be yourself, and listen to your heart.

Do you know the people who made the rules? Most likely losers. These might be people that didn't mean you any harm. They just might not know better them-

selves. They just listened to their parents and accepted it as reality.

A couple of years ago, I told one of my buddies that I was going to start a business.

His 29-year-old brother that still lived in their parents basement overheard me and said, “Ah, are you sure? There is a lot of things that could go wrong. Most businesses go bankrupt in the first year!”

I paused for a minute and asked him, “How do you know? Have you ever done it?”

Of course, he hadn't. He got all defensive and gave me one of those generic “good luck's” as most people do when you tell someone a big goal that they truly deep down wish they could do, but they don't because it scares them. They are too worried about what their friends and family would say.

One of my favorite questions to ask is, “How do you know?” Followed by, “Have you ever done it?”

Staple these questions into your memory every time someone wants to unload a heaping pile of B.S. on your dreams. Want to become a millionaire? Don't take advice from your broke aunt. Want to own real estate? Do not take advice from your loser friends. Want to grow a business? Ah, you get my point.

On this journey, you'll be faced with people that will criticize or be flat-out rude to you about your plans or goals. Here's how to deal with this. Don't get upset.

Keep a calm head and reply with, “I am sorry, but I don’t take criticism from people I wouldn’t take advice from,” and leave it at that.

Why am I saying all of this? Because even the fastest sports cars need gas. You need to have the motivation to see this thing through. You are about to change the world. Not only does your future family need you, but the world also needs you. The world needs hope!

I believe in you, and I trust that you will make this world a better place. Some people don’t like seeing someone go after their goals because that just reminds them of the ones they gave up on. Stand in the face of criticism, doubt, hatred, and fear and come out victorious.

“Success Requires No Explanation, Failure Permits No Alibis.”

-Napoleon Hill, Author of Think and Grow Rich

Remember, the only difference between the successful human and the unsuccessful human is this: the successful human can see the bigger picture and create a plan to achieve their goals.

ABOUT THE AUTHORS

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