Ben Glass' 7 Secrets to Overcoming the Chaos in Your Law Practice

How to Vastly Increase Your Revenues Without Increasing Your Advertising Dollars

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About the Author

Ben Glass is the father of nine children, three of whom have been “launched” into the world (a lawyer, a pastor and an army officer). One is at William & Mary and five he puts on the school bus each morning.

Four of his children are adopted from China, and he and his wife Sandi are huge advocates for adoptive children and their families. Ben serves on the Board of Directors for Love Without Boundaries and Sandi has helped open healing homes in China.

In addition to running Ben Glass Law, his law practice with 13 satellite offices throughout Virginia, Ben is the founder and CEO of Great Legal Marketing, an organization devoted to helping solo and small firm attorneys develop profitable practices that will make the owners heroes to their families and icons in their community.

Ben runs a national business mastermind group for lawyers, and another for Northern Virginia business owners. He is the host of the Live Life Big interview program for local business owners and entrepreneurs (LiveLifeBig.org).

Introduction

In 1995, I left a law firm that I had worked at for the first 13 years of my career in order to be able to run my own practice, have a shorter commute, spend more time coaching my kids at their sports programs, and because I wanted to do things “my way.” I had had a highly successful first 13 years, winning many large verdicts in trial and helping hundreds of people with their injuries for medical malpractice and car accidents. I thought to myself “how hard could this be?”

Within three years my practice was really struggling. I learned that “just do a good job and they will come” was a fool’s way to run a practice. I needed a way to stand out in a very crowded marketplace.

About that time I discovered Dan Kennedy and the world of direct response marketing. A different message that would literally force those who had been injured by others to raise their hand to let me know who they were. I began to create advertising messages which not only created an ever expanding stream of prospects for my practice but which “stood out” because they were not the usual inane “we care for you and we have 100 years of combined experience” personal injury lawyer ads.

Today my law practice has a highly sophisticated and automated way to drive prospective clients to us, painlessly separate the good cases from the bad, and then which allows me to remarket to all of these prospects in an interesting, compelling and ethical way forever.

In February 2006 I took what I was doing in the law practice and created Great Legal Marketing, the country's leading provider of "effective, ethical and outside the box marketing" for solo and small firms. Today, through our various coaching and mastermind programs and our monthly marketing journal, we influence the growth of thousands of lawyers and their firms across the United States and Canada.

While we teach and employ hundreds of marketing and advertising strategies, this book will walk you through what I believe to be the most important part of any marketing strategy and it is, unfortunately, the tool which most firms lack entirely: the art and science of the follow-up.

Let's Destroy This Myth Right Now:

"If they didn't sign up with me the first time, they'll never sign up with me."

Lawyers make lots of mistakes in their marketing and I outline a bunch of them in my book, *Great Legal Marketing: How Smart Lawyers Think, Behave And Market To Get More Clients, Make More Money And Still Get Home In Time For Dinner*. The single biggest mistake they make however is in failing to follow up adequately with a potential client who has expressed interest in the law firm. Think about it. You spend money, time and effort to attract potential clients to you. Whether they first notice you because of your referral, Internet, direct mail, print, radio and TV marketing, you've done the hard part. You've gotten them to notice you in a very crowded and increasingly competitive environment. For most lawyers that's the end of the game. They get a lead, they have a phone call meeting or answer a web inquiry and that's it. There's no real follow-up and the assumption is (I know because I hear this over and over again from lawyers across the country in our seminars) that the prospect has either hired someone else or decided to not hire an attorney.

Wrong. Wrong. **Wrong.**

We have proven in our own practice and in working with mastermind and coaching members across the country and in a wide variety of practice areas that most consumers are spending a lot more time comparing and researching and making their decision what lawyer to hire than they ever did in the past. Think about it, your prospect can get a "free consultation" by visiting lawyer web sites, reviewing videos, and filling out Internet forms with 10 to 15 lawyers in the next couple of hours. Most prospects leave these "consultations" even more confused than when they started.

In our own practice we have found that our very best personal injury and medical malpractice clients sign fee contracts with us anywhere from 3 to 12 *months* after they initially approach us through a telephone call, a web inquiry, or a download of free information at our web site. Think about that: a *personal injury* victim is waiting 3 to 12 months to make a decision, and I guarantee you that most of the law firms she was looking at gave up on her after a week. When you start applying a real follow-up strategy to your practice area, it will forever change the way you look at your prospects. Our experience, we have learned, is not unusual.

This book will walk you through the mastery of the follow-up.

Lawyers make mistakes - lots of them - but the single biggest is failure to follow-up with a client who has expressed interest in you. You paid for the lead to reach out, you have one conversation - bingo, that's it!

Seven Foolproof Secrets to Follow-up Mastery!

Here's the deal: if you'll apply these secrets to YOUR firm's marketing, you'll get 2 – 4 times the number of clients from the exact same advertising dollars you are spending.

An outrageous claim, I know.... but let me be even more outrageous. Not only will you get more cases, but you'll do it in less time, your margins will be higher and your job satisfaction will be greater than ever because you'll be selling your legal services from a position of respected authority! When you have a long line of good prospects waiting outside your door and an automatic system for separating the good from the bad, your practice will get you more of what you deserve.

Well, if you master these secrets you can do that. You'll literally transform your marketing and lead generation from a money-sucking vacuum into the next best thing to owning the keys to the US Mint! And you'll do it while improving your firm's image in the community. How cool is that?

So, where do you start? Easy. At the beginning.

It all starts with marketing. Have you ever heard anyone say that the leverage point for the big money in the practice of law is not in what committees you were on, what groups you are a member of or even how good an attorney you are? The public doesn't care about your committees or groups and it has no way of judging how good an attorney you are. The biggest leverage point to big money in a solo and small firm is learning how to market your legal services like a marketing pro. You can either continue to market the exact same way that everyone else in your town markets or you can employ the strategies that the most successful solo and small firm attorneys use.

And if you're going to become a follow-up master and explode your profits in your market – especially if you face stiff competition, market contraction, rising costs, or other challenges – you've got to think accurately about what marketing really is.

Secret 1

The REAL Definition of Successful Marketing

There are three and only three factors that really have an iron grip on the profits of any marketing effort for a law firm. The smartest marketing minds on the planet have boiled down these factors to this simple, but incredibly powerful formula:

"The Right Message... To The Right Market... At The Right Time!"

Most law firms miss one, two or all three of these factors, and as a result, have very ineffective marketing and advertising results. Heck, miss just one of them and you're looking at the wrong end of a marketing disaster. It's like a three-legged stool: take any one of the legs away and you're flat on the ground, right? Problem is, most lawyers want to use one message - usually some form of "We Are Great."

Practices magnify these problems by spending a bunch of money on financial black holes like the Internet, radio TV marketing, print marketing with no reason for a consumer to respond other than "call us now if you're ready to hire a lawyer." I mean, if you're a huge celebrity lawyer with truckloads of cash to spend, you can afford to lose money on some marketing efforts, but it's business suicide for the rest of us!

The primary objective of your marketing efforts is to generate leads – good prospects who have said, "I'm interested in what you're saying. Tell me more." When you convey the right message to the right market at the right time, you get leads… and that's where the whole follow-up mastery business begins.

The result of not using the three marketing success factors and having little or no direct response offers cause solo and small firm lawyers millions in missed clients and revenue every year! Even worse, an unpredictable stream of income leads to stress, anxiety and disappointment at home. This is why each year more and more lawyers say they are unhappy with the practice of law.

Here's how to fix this:

1. Never spend another dime on image advertising that suggests that's the only method of response, and that the prospective client should call you for a consultation. Run fast from any marketing vulture who talks about "building your brand" by running massive ads to "get your name out there." They are idiots.

2. Begin to test simple and inexpensive direct response marketing methods. Create and offer free reports and books on different topics relevant to your practice areas. The free reports and books should address your prospective clients no matter where they are on the "moving parade of interest".

3. Track and then concentrate on your most successful direct response offers.

4. Follow up all leads. It is critical that you follow up each lead repeatedly, interestingly and ethically, incorporating a variety of media such as mail, phone, video, text messaging and, if appropriate, voice broadcasting and facts. More on that in a minute.

A few words of warning: if you don't have a computerized system in place to consistently and effectively follow up with your leads, you're wasting a lot of leads and you're wasting a lot of man hours doing tedious, manual follow-up.

Secret 2

"Cherry Picking" and The Three Types of Leads Every Law Firm Gets

Every time you run a marketing campaign, the leads you get can be divided into three categories:

1. Leads ready NOW (Hot). They have decided they want to hire an attorney like you now.

2. Leads not ready now but will be ready soon (Warm – these leads are CRITICAL to your success). These are people with good cases but either they are not yet ready to hire an attorney or they are doing their "investigation" of a number of attorneys and are not yet ready to hire you. These are folks who would be good clients for you and they will be a good client for somebody. You don't want to leave their selection to random chance.

3. Leads that may never be ready (Cold or Bad Leads). These are people who think they have cases but either they are not cases in your practice area, or they are not in your market area. If they are otherwise good cases for someone then you have a potential referral to make and income to make on that referral (depending on your jurisdiction's ethical rules on referrals.) Or, they might be bad cases for everyone. If so, you don't need your staff spending an hour listening to someone's sob story with a problem that neither you nor any attorney can fix. That's like taking your money out into the back yard and burning it in a bonfire. The problem is that you have to have an automated way of trying to figure out which is which.

Most lawyers go for the low hanging fruit. They pay scant attention to anyone other than the first type of lead – someone who is ready, willing and able to hire an attorney now. They do this for three reasons.

1. The path of no resistance is to say to that someone who is ready to hire you, "Come on

in."

2. It takes a great deal of patience to properly, ethically and interestingly nurture a "warm lead" who may have a case that you want but who is not yet ready to hire an attorney or who is still in the process of investigating attorneys.

3. It takes time and energy to weed out those people who have no case for anyone from those who may have a case that you can refer at a profit.

There's nothing wrong with spending your time with hot leads. **The problem of cherry picking comes when you neglect all those warm leads!**

Of course, everyone says they're going to follow up with the other leads one of these days, but the fact is, you don't do it. Or, if you do follow up, you don't do it consistently and effectively because, quite frankly, it's a royal pain in the neck.

Instead of doing the tedious follow-up grunt work, lawyers usually go spend a bunch more money on another round of advertising and wait for a new batch of leads to come in. In the meantime, the warm leads from the last batch get cold and they are soon forgotten. Simply put, money slips through the cracks because good, effective follow-up is too much work.

Now, you know you need a system to follow up with these leads. You need something or someone to do your follow-up like clockwork, whether you're on the phone, in a meeting or on the golf course. You know. Remember the Terminator? Relentless, tireless, and unstoppable? Well, that's what you need your follow-up to be. Consistent and effective.

Over the years, you've probably thought that following-up was a good idea and you've undoubtedly tried a number of different schemes to follow up or re-market to your prospects. If you're doing this, chances are you're finding an occasional needle in the haystack. You may have even thought, "I can do this so much better."

And you can do so much better!

With today's technology, your follow-up doesn't have to be hit and miss. You can get more out of your leads than you're getting right now. And when you do, your profitability will soar.

Secret 3

Timing is Everything! Just Because a Prospect Has a Problem You Can Solve Does Not Mean They Are Ready to Hire You Now

You'll notice that Secret #3 is closely associated with Secret #1 (the right message to the right market at the right time).

Most people tinker with their message and their market and end up with something that works okay. But they forget how critical timing is in the whole mix. See, they simply forget this one simple truth:

People will hire you when they are ready to hire you, not when you are ready to be hired.

And this means, by definition, **you have to be in front of folks when they're ready to hire an attorney.**

In other words, you have to follow up with them... consistently!

Because if you don't, someone else will land that client. And guess what? That "someone else" who lands the client will be your competitor, who either followed up consistently; or (more likely) got lucky enough to cross paths with your prospect at the right time.

You don't want to leave new business up to chance, not unless you like being stressed out about cash flow. No one does! But the one thing you control in this situation – staying in front of the prospect – is probably the single greatest challenge in your law practice. I talk with folks all the time who tell me they know they should stay in touch, follow up and "be there" for their prospects and leads, but they just can't seem to get a system in place to do that. Most have never even heard of technology which would put follow-up on autopilot.

The fact is, 'follow-up', if done at all, is a gut-wrenching, time-consuming, tedious and labor-intensive task that is almost impossible for the human mind to keep straight!

So, law firms everywhere have concocted half-baked schemes, spreadsheets, tickler files, sticky notes, and who knows what else to help them with this **all-important function of their business.**

Can you imagine it? I mean, it's like being wheeled into the operating room for a triple bypass and seeing the surgeon and his team standing there with a bunch of carpenter's tools. Just fills you with confidence, doesn't it?

Unfortunately, most law firms do follow-up like this (if they do it at all) and most of their schemes and techniques are spectacularly unsuccessful.

As a result, attorneys everywhere leave huge piles of money on the table every month. They continue to throw away good money on advertising that produces leads, only to let the majority of them drop through the holes at the bottom of the bucket because the timing wasn't right for those folks. For cryin' out loud, PLUG THE HOLES AT THE BOTTOM OF THE BUCKET!

But hey, if you find yourself falling into this trap, you're in good company! According to one publication, over 99% of small businesses - that means us lawyers, too - do not consistently follow up with their prospects and customers. (Ask yourself this question: when was the last time a business you frequent followed up with you?)

The good news is that you can easily annihilate this problem... and when you do, you'll see a massive jump in your profits. Follow-up has been a secret weapon of BenGlassLaw ever since I discovered the tool that would do it for me.

Secret 4

Transform your Lead Generation Strategy from Outbound "Hunting" to Inbound "Harvesting"

This secret is critical to your success because it puts you in a position to land clients quickly and consistently. It shortens the client intake cycle, increases your capacity to handle more business, and improves your closing ratio because you spend more time talking to highly qualified prospects. Trust me on this.

Think about it:

Would you like to come into the office and pluck ripe fruit off the tree... or would you rather spend your time hitting the phones hard, chasing leads and giving those "free consultations" to every Tom, Dick, and Harry with a pulse?

Let me put it another way. Would you rather go to the store and manhandle the refrigerator out in the lot, into your car, drive it home, then force it into your kitchen… or would you rather pay a few bucks to get a couple of trained delivery people to do it for you?

Well, going out "hunting" for business is about as easy and rewarding as carting your own refrigerator home. And it's not just the pain and effort of doing the chasing either! Oh no. There's some pretty subtle psychology at work here.

See, when you're in "hunting" mode, you feel resistance at every turn; rejection is common; you get "price shopped" against competitors; and you waste tons of time working with leads who simply aren't ready. It's as if desperation is poisoning every function of your law firm. You know it. Your family knows it. Your prospects know it.

Sounds about as much fun as major root-canal without the anesthetic, doesn't it?

On the other hand, when you're in "harvesting" mode, you're working smart and scooping up new clients left and right. Done right, you're like the expert fisherman with the irresistible bait, drawing your prospects to you.

You can spend your time sitting in front of highly qualified prospects because you know they will call YOU when they're ready to move forward, even if it is months after they first started thinking about hiring an attorney.

So, the BIG question is... how can you spend more time working with prospects with good cases and less time – even NO time – with folks you know you don't want to represent?

How can you actually make the shift from hunting to harvesting?

To understand how to do this, you need to know about a fundamental business problem at the heart of nearly every company in the world.

The problem is this: how does any company balance its marketing and sales efforts?

Whether you're a solo operation at your law firm, or you have case managers / intake specialists / receptionists involved in the process, there is almost always a gap between getting the lead through your marketing efforts, and closing the deal by having the client sign a fee agreement.

If you close the gap, you'll make the shift from hunting mode to harvesting mode... and your profits will skyrocket.

To make the shift, you need to recognize right now that:

A. Your marketing duties don't end when a potential client initiates contact with your firm.

B. Your client intake duties don't begin and end with a "heat check" phone call to each lead.

C. Someone (or something) has to be in charge of warming the leads that aren't ready to hire you right and in managing potential referrals to other firms.

In other words, if you want to explode your profits, the functions of marketing and sales must come together!

Otherwise, your marketing strategy is flushing money down the toilet on leads that aren't ready to hire right now. Imagine tearing up $100 bills and flushing them away! I can almost guarantee that this is exactly what is happening at your firm right now. I know because I was there once.

To sum up this problem of the gap between marketing and sales, think of it this way: you may have a marketing plan, and you may have a client intake plan, but you lack a lead-*warming* plan. To bridge the gap between marketing and client intake and thereby make the shift from outbound hunting to inbound harvesting, you need a lead-warming department. Simple as that.

So, now that you understand the task at hand, let me give you five tips to make the shift:

1. Send relevant, valuable, and interesting information to every prospect regularly, relentlessly and frequently. You need to be doing this until they ask you to stop. Remember, they begin the process by asking you for information.

2. Communicate with prospects efficiently and automatically. “Automatic” includes reminders to your staff to call prospects on the phone!

3. Log all communications between your law office and the prospect in an organized fashion. You won’t know which parts of your follow-up system are most effective unless you track everything.

4. Arm yourself and your case managers with an arsenal of specific information you can send to prospects on request. This can be books, free reports, DVD’s, CD’s, and links to online informational videos.

5. Track the progress of each prospect through the lead generation pipeline, so you always know where every potential new client stands.

The good news is that it’s actually very easy to do all of this... and you can have it done for you effortlessly with an automated system.

Whether you’re a one person firm or a twenty person firm, you need to find out how to make this shift. And when you make this shift, **you’ll be amazed at the results!**

You’ll enjoy your work more, you won’t dread pounding the phones (or simply crossing your fingers), and you’ll have more freedom, all because your prospects will call YOU when they’re ready.

The bottom line is this: you’ll close more leads, make more money, and do it all in less time… and ditch the grunt work.

Secret 5

You Must Have a Living, Breathing Client Database Management System

If you’re like most lawyers, you want to build a law firm that doesn’t rely heavily on outside marketing efforts. You want to maximize referrals and repeat business so that you don’t have to spend your time chasing down leads and convincing folks that they should do business with you.

I talk to attorneys every day who dream of having a mature client base that provides them with lots of repeat business.

But when I ask them what they're doing to make that dream a reality, too often they answer with something like:

"Well, Ben, the longer I practice, the more clients I will work with and the more I should get repeat business and referrals. If I do good work, the clients will come to me."

When I hear that, I think to myself, "Uh-oh!!!" Why? Because that is a very passive mindset that can cost you millions of dollars over the course of a career! Plus, the odds of total business failure are high when the owner is stuck with that mentality. (I know, I know. That's what they taught in law school and repeat at "professional development" seminars. They are wrong. Were this true, no experienced attorney would ever be stressing over cash flow!)

You see, as the months go by, **your past clients just aren't thinking about you anymore!** That's the cold, hard truth. And no matter how flawless your work was or how smoothly you won the case, your clients are busy living their lives. Chances are, they won't all remember you.

And they definitely won't mention your name at the next family picnic when Uncle Jack starts talking about whether he should sue his doctor for medical malpractice, or Aunt Rita is looking for help writing her will.

Am I saying that good, old-fashioned legal work won't help you get a referral here and there? Of course not! You see, good legal work is what clients expect. No big reason for them to rave about you for your good work.

If you want a strong client base that is the backbone of your business, you must actively, systematically and methodically build and nurture that base.

Your "living, breathing, client database" is much more than the prospect records in your spreadsheets, file cabinet, or case management system. You need a database that was built for follow-up marketing.

Apart from being the very lifeblood of your law firm, worth more than any amount of stock, real-estate, or intellectual property, your client database is everything you know about every contact, every prospect and every lead combined into one, easy-to-use computer program.

Think of it this way:

Without a client database, you don't have a client base at all. You have a client list graveyard!

On the other hand, a living, breathing client database gives you a powerful asset you can use to grow your business over the years. A good database is usually worth millions. Literally.

So, what do I mean when I say you need a “living, breathing client database?”

Well, you need to actively build your client database every day, every week, every month!

All of your contact, prospect and client data – everything you can find out about them – needs to be entered and stored in the database.

You need these people organized into meaningful groups. And you need the flexibility to sort through the database so that at a moment’s notice you can pull up prospects or clients who might bring you more business, lobby down at the General Assembly, or show up at a client appreciation outing.

And when you combine a solid client database with the power of consistent, effective follow-up, you have the ability to land TONS of new business in a short period of time.

In short, you can cultivate a *relationship* with your clients, and this will drive big business.

So, to summarize, here are the benefits that come when you have a good client database:

• You are organized. You know what to do, who to do it for and when to do it.

• You are professional because you do what you say you’ll do.

• All important information about your marketing and client intake process is stored in one place.

• You deliver superior service because all client data is in your database.

• Past clients remember you. They come back and refer their friends to you.

• And best of all, you have a money tree you can shake on demand when you want more business.

Now, you might be thinking that it’s a pain in the neck to build a client database. But it’s actually very simple.

In fact, most database vendors can help you import all of your critical client information right into your client database so that you don’t have to spend time typing it in.

Then, on a daily basis you just need to enter new information about your contacts, prospects and current clients. Much of this can be done automatically through forms on your website and automatic connectivity between your database and web “chat” operator.

When you do this, you'll have a base of people that you can talk to to generate interest in your services. You can do marketing broadcasts, loyalty campaigns, special announcements, newsletters, courtesy calls, and much more. The sales and marketing possibilities are endless when you have a strong client database!

If you put into practice this important marketing secret, your client database will become your #1 asset, bringing you added business for weeks, months and years into the future. A good database is the equity of your law practice.

Secret 6

Education, Repetition and Variety - It's About the Questions In Their Minds

I've repeated the phrase "consistent and effective follow-up" over and over. This secret is about what that means. But first, let's talk about what NOT to do.

Most law firms market their products and services like this:

Step 1. Buy ad space on TV/Radio, on billboards, or in local publications.

Step 2. Create a generic website that has courtroom gavels and the scales of justice plastered at the top of the page, with text talking about how much they care about their clients and get results. (Spoiler alert: every legal website since the dawn of time has said that, and it gives you no chance of getting cases over your competition, except by blind luck.)

Step 3. Talk to larger law firms who will have case overflow, and offer services in exchange for a referral fee.

Step 3. Compile a list of potential leads from call-ins, walk-ins, and referrals.

Step 4. Call the leads directly, or cross their fingers and hope the phone rings.

Step 5. Determine which leads are hot and try to close the deal (regardless of whether they know in advance that this is a client they wouldn't take if they had more to choose from).

Step 5. Throw away, postpone or neglect the leads that aren't ready to hire.

Step 6. Rinse and repeat.

Just about every law firm on the planet does this. And it's not terrible... until you realize how much money you're leaving on the table. The fact is, for every client you sign using this common process, there’s another 2 to 3 clients (or more!) you *could* sign.

That’s a pretty outrageous claim! So, how do you do that? Well, that’s what Secret #6 is all about.

How to properly follow-up using education, repetition, and variety!

You see, over 99% of law firms don’t properly follow-up. Why? Because they don’t have a system, they don’t have time, they don’t know how valuable it is, and the truth is, **they don’t know how to follow up!**

That’s okay, because no one expects you to know how if you haven’t been taught!

What I did was begin to study the best minds in direct response marketing, people like Dan Kennedy, Gary Halbert, and Jay Abraham. These guys are masters of the direct response marketing profession and they know how to maximize sales. By applying their direct marketing principles to the mastery of follow-up, my legal practice exploded. It would be a huge mistake to think, “But Ben, I’m an attorney... my business is different.” We are talking about how humans respond to marketing. It ain’t any different - believe me!

Now, let’s talk about how to apply these direct marketing principles in the discipline of follow-up.

First, you need to understand that a couple of random follow-up phone calls to each lead will help you close more deals, but it’s not going to produce big numbers. Plus, it’s time consuming, tedious and discouraging.

Instead, your follow-up must take a combined approach that incorporates these three elements:

1. **Education.** Your follow-up must inform your prospects and clients. You need to provide valuable information. If you’re showing up with no value, you’ll wear out your welcome fast. You need to communicate that you are on their side and deserve to be trusted. You’ll accomplish this if you provide them with accurate, insightful information. Fact is, the legal process is confusing and intimidating for your clients. They want to trust you. Give them the information they need and you’ll earn their trust. Help them. Serve them. Provide information and they’ll appreciate you for it. Big tip: Don’t talk about yourself. No one cares!

2. **Repetition.** It’s a proven fact that human beings have to hear the same thing over and over before it sinks in. Marketing is no different. You know your products and services like the back of your hand, but your clients don’t get it the first time they hear the message. Don’t make the mistake of thinking that if a prospect heard the pitch once, they understood it. Chances are, they didn’t. Tell them again, and again and again.

3. **Variety.** This doesn’t mean you vary your message! You need to consistently tell your

message (that you are the right lawyer at the right time for their *specific* needs), but your follow-up delivery needs variety. To maximize your client intakes, you must use multi-step follow-up sequences that incorporate and orchestrate direct mail, phone, email, fax, voice, and other media! Some prospects will respond to your phone call, others to your email or letters, and others to your fax or voice messages. Serious power comes when you contact your prospects using multiple methods.

So, in a nutshell, Secret #6 says that proper follow-up requires you to repeatedly contact the lead or client, providing valuable information via direct mail, phone, fax and email messages.

Now, until recently, there were only six secrets to followup mastery. But after watching this magic at work in countless businesses, including many businesses that don't work with my company, I came to realize there is a seventh secret. And it's probably the most important one of all.

You see, I started to notice that many non legal businesses were mechanically applying the six secrets. They were getting results – good results – but others were getting far superior results.

To put it into context, I was seeing small businesses using the six secrets growing quickly, at the rate of 40, 50 or 60% per year. Not too bad. But I was seeing other small businesses growing at crazy, break-neck speed. I'm talking about 100%, 200%, even 400% PER YEAR! They were practicing the six secrets of follow-up mastery, but they seemed to be doing something more.

And then it hit me.

The ultra-successful entrepreneurs, the ones growing their companies by 2x, 3x and 5x per year, were using a seventh secret in their follow-up, a secret so effective that, when practiced, it exponentially improves the techniques (and the results) of the other six secrets.

Secret 7

Standing Above the Crowd: Personality, Genuineness, and Entertainment

Your prospects and clients need information. They need repetition. They need education. They need variety and frequency. They need to hear the right message at the right time. That's what they need. And if you provide it, if you practice the six secrets, you'll see great improvement in your business.

But if you want phenomenal results, you need to give them what they want.

What they want is YOU! They want your personality. They want you to be real with them. They want you to be straight up, helpful, sincere. They want your spin, your angle, your advice, your perspective. They don't want corporate or legal dribble. They want YOU!

And when you give them what they want and combine it with what they need, you've got something spectacular, even entertaining. You've got permission to converse freely with your prospects and clients, to help them with the things they need, to offer them the legal services you provide to give them the best representation possible for their case.

It's kind of funny. All those clichés about being yourself and finding your groove and letting your light shine are all at the heart of Secret #7.

I can't tell you how to be you, how to be real. Only you can determine that. But I can tell you how to inject personality into your follow-ups. **Here are a handful of suggestions:**

• Use conversational language, not legal speak.

• Laugh at yourself and your mistakes.

• Don't compartmentalize your business and personal lives – discuss the stuff of your personal life with your prospects and clients.

• Talk about what you like, what interests you, what annoys you.

• View your prospects and clients as friends. Try it! It's incredibly refreshing and liberating (If this is hard for you, ask yourself why you're serving this group of people in the first place.)

• When you're thinking about the world around you and how it affects you, wrap those thoughts into your follow-up conversations.

• Use analogies that are interesting to you. Chances are, they're interesting to your prospects and clients.

• Read, learn, and study… and then share your discoveries.

It can be difficult at first to do this. But I am convinced this seventh secret is the key to phenomenal results.

Now, if you're telling yourself, "I can't do that," then I want you to do three things:

1. Slap yourself upside the head for allowing that negative thought to take root in your brain and your heart that knew how long ago.

2. Resolve to give it a shot, realizing that it's a learning process.

3. REMEMBER that while you're learning how to do Secret #7 well, the other six secrets will drive tremendous results for your business.

Okay, so that's it. Those are the seven secrets that, if practiced, will make you a master of follow-up. You're probably wondering how to put it all together and make it work for your law firm. It might seem a bit overwhelming and complicated.

So I'm going to give you a template sequence you can use for following up with all of your leads.

Here's How To Do It - Ben Glass's 14-Step Plan to Follow-Up With Prospects

Keep in mind that the biggest problem with any kind of law firm marketing today is dealing with unqualified prospects. So this sequence will help you get the right prospects and then follow up with them over time (until the timing is right for your prospect).

The very best way I know to attract the right prospects is to offer something of value to your potential client (i.e., speak to a problem involving their legal situation that keeps them up at night) and get people to raise their hand and say "Yes! That's me! I want to learn more about that before I hire an attorney."

And when they do, you send them...

The FREE REPORT or BOOK that can be a vital tool in your marketing toolkit.

Look, like I said, this is NOT rocket science.

For years, actually decades, direct-response marketers have been using the concept of a Free Report as bait to attract prospective clients.

So, here's how it works. Your lead generation marketing offers a free report or white paper. Interested prospects request the free report, and receive the free report along with additional follow-up. Simple, isn't it?

So bearing in mind the Seven Secrets to Follow-up Mastery, I'm now going to show you how a great campaign might work. And this campaign WILL bring home the bacon, I promise, IF, and ONLY IF, you actually DO it!

Ben Glass's Million-Dollar 14-Step Follow-up Sequence

Step One: Visitor requests free electronic refill from your website through a web form. You capture their first name and email.

Step Two: (Immediate) An email is sent with the free report attached and language introducing you and your team to the potential client.

Step Three: (Two days later) Another email is sent featuring a video about the firm and/or answering frequently asked questions from previous clients.

Step Four: (Two days later) Again, an email is sent to the lead with a notice for them saying they should have already read the free report. Reattach the report for them to read in case they haven't already.

Step Five: (Two days later) An email is sent inviting them to call the firm with any questions they may have about the information.

*During this entire process, you are encouraging the potential client to go and request a mailed copy of your offer which will start a **direct mail follow-up sequence**, with its own corresponding email sequence.*

Mailing Step One: (Immediate upon request) Potential lead is sent a “shock and awe” package with the book or free report, audio and video recordings, and more information about the law firm. It is also helpful to include some “swag” featuring your law firm’s logo and other interesting items that will give you a place in the person's house.

Mailing Email #1: (These emails run parallel with the physical mailing steps) Let the person ordering your direct mail information know that you have received their request, and confirm their address. One of the worst things that can happen is someone gives you a slightly wrong address and it looks bad on your end. Also, encourage them to call your phone number if they have any questions or would like to talk with a specialist about the case.

Mailing Step Two: (Three days later) Send a postcard that gives them information about dealing with the insurance adjuster, or a similar guide to something that will be on their mind early in the process.

Mailing Email #2: Share four of the most frequently asked questions that you hear from potential clients at your firm, And answer those questions either in written or video format.

Mailing Step Three: (Two days later) Send another postcard with information about dealing with health care costs or another issue closely associated with their type of case.

Mailing Email #3: Send an email confirming the reception of your "Shock and awe” package that you sent on day one.

Mailing Step Four: (Two days later) Send a postcard with questions someone should ask an attorney before hiring them.

Mailing Step Five: (One day later) This is not actually a mailed step; what you should do at this point is **call** the potential client to ensure that they have received at least your first mailing. Take this opportunity to ask him questions about their potential case and answer any questions they may have.

You can now put someone on the long-term follow up sequence that trickles out answers to individual frequently asked questions, with one or two per week, for the next couple of months. (Definitely add them to your newsletter list as well.) Use each one of these emails to drive a phone call back to your office.

Now, this is simply a template you can use. You may need to modify the spacing of the steps to suit your needs. But once you've got your follow-ups written, you're ready to go.

I do need to offer two words of caution:

CAUTION #1: You'll be tempted to say that your prospects will get mad if you follow up this much. Don't fall into that trap. First of all, they won't even read most of the steps you send, for whatever reason. Second, if you're boring and the information you give provides no value, you might be right. So, make sure you've got valuable information… and try not to be boring or you'll have to spread out your communications. In other words, the more boring you are, the quicker you become an "unwanted pest."

CAUTION #2: When you put this into practice, you WILL begin to receive inbound inquiries by email, phone, web, etc. Be sure that you have a mechanism in place to handle the inquiries. Of course, it's a good problem to have, but it's a problem, nonetheless.

Alright, so you're probably thinking, "Well, this seems pretty easy. What's the catch and why don't lawyers do it?"

Because it takes a bit of work and a bit of discipline. See, unless you're using some kind of automated system for this, you have to do it manually.

And that means spreadsheets, calendars, scraps of paper... and a lot of panicking and running around. Here, let me explain.

Let's say this is the response for week 1 (i.e., the number of people who went to your website or called you to request the free report):

• Day 1 you get 10 requests
• Day 2 you get 16 requests
• Day 3 you get 27 requests
• Day 4 you get 1 request

• Day 5 you get 68 requests
• Day 6 you get 32 requests
• Day 7 you get 17 requests

So here's what you have to keep track of, day by day:

Day 1: Send reports and email confirmation to the Day 1 Responders.

Day 2: Send reports and email confirmation to Day 2 Responders.

Day 3: Send reports and email confirmation to Day 3 Responders plus the second email with FAQ's or videos to Day 1 Responders. Let's say some Day 2 Responders have already requested your "shock and awe" package. Mail that package along with a confirmation email.

Day 4: Send reports and email confirmation to Day 4 Responders, plus the second email with FAQ's or videos to Day 2 Responders.

Day 5: Send reports and email confirmation to Day 5 Responders, plus the second email with FAQ's or videos to Day 3 Responders, plus the third email to the Day 1 responders. Plus, let's say half of the Day 1 responders request your mailed "shock and awe" package. That package is mailed along with a confirmation email.

Day 6: Send reports and email confirmation to Day 6 Responders, plus the second email with FAQ's or videos to Day 4 Responders, plus reminder email to Day 2 Responders. Also, send postcard to Day 2 responders that requested Shock and Awe.

Day 7: Send reports and email confirmation to Day 7 Responders, plus "invitation to call firm" email to Day 1 Responders, plus third email to Day 3 responders, plus second email with FAQ's or videos to Day 5 Responders.

Day 8: Postcard for Day 1 Responders arrives, plus send "invitation to call firm" email to Day 2 responders, plus send Reports and email confirmation to Day 8 Responders, plus the third reminder email to Day 4 Responders, plus the second email with FAQ's or videos to Day 6 Responders...

Sound complicated yet? Well, we're just getting started! Because if you think it's complicated to just READ through what you've gotta do, imagine actually trying to DO IT!

Now imagine what happens when you are 60 days into this, and you have dozens, hundreds or even thousands of people you're trying to follow-up with! And then your assistant goes down with the flu and all of a sudden you're up to your armpits in...stuff…and you don't have a clue how to handle it.

I don't know about you, but for me the word nightmare springs to mind, quickly followed by heart attack! Then imagine what happens when you add in the “New Client Relationship-Building System” and the “Client Referral Generating System” and the “Client Testimonial System.”

Let’s just say it doesn’t get easier!

Don’t get me wrong. My “14-Step Free Report Follow-up Sequence” for prospects WILL convert a lot more of your leads into clients. It is simple, straightforward and effective. There are people all over the country using it right now to quickly and profitably grow their law firms!

It’s just a pain to manage once your list starts to grow and your marketing gets more sophisticated.

Because here’s something I haven’t told you: once you start marketing this way, you’ll be hooked!

Quite simply, you’re going to love the way your phone starts to ring, seemingly without effort on your part, and certainly with a whole lot less stress. You’ll be falling over yourself to build ever bigger, more powerful and more numerous marketing campaigns.

Seriously. Once you realize the more often you prod your list, the more money you make, you won’t be able to leave it alone. You’ll be constantly worrying over it like a terrier with a juicy bone.

And that’s when you will find a manual system becomes really unwieldy.

The Solution - The Killer Secret Weapon Software That’s Been Running My Marketing Since 2005

Here at Ben Glass Law, we are huge, raving fans of the product Infusionsoft. Infusionsoft and it is built specifically to handle multi-step follow-up campaigns exactly like the one I describe above... easily and effortlessly. I discovered the “Secret to Effective Follow-Up” at a conference and immediately ran to the back of the room to invest in InfusionSoft even though, at the time, InfusionSoft was very expensive. Of course, Infusionsoft does a ton of other stuff to help entrepreneurs, marketers and small businesses grow quickly and profitably, but that’s a discussion for another day.

Suffice it to say, calling Infusionsoft “Client Relationship Management Software” is like saying Bill Gates is “worth a few bucks.” I mean if you’ve used ACT!, Goldmine, or Salesforce.com, you’re probably expecting the same-old same-old. If you check out the software, you’ll certainly see that there’s nothing out there like Infusionsoft.

I want you to be successful in your entrepreneurial pursuits. I want you to quickly and profitably build your business. You don’t need to hire a team of sales folks and telemarketers to follow up with your leads. But you DO need to follow-up.

Whether you use Infusionsoft to manage it all or you do it manually, I encourage you to do it. I know from personal experience and from observation in hundreds of law firms out there, that follow-up is the key to growing your business. Neglect it at your own peril. Adopt it – the way I've instructed you – and you'll be amazed by the results.

For those of you that have been wondering for years about our tried and true follow-up system, there you have it. Follow-up is incredibly important, but if you don't have everything else in place to handle the increased traffic, it is useless. For your law practice, follow-up is ultimately only one piece of the puzzle. To REALLY excel in every aspect of your marketing, you need to understand internet marketing, how to manage your time, how to setup and maintain a killer website, how to drive traffic to your website, how to write newsletters and books, how to create video content, and how to manage your employees, all while getting home in time for dinner.

I've written a wealth of priceless information on these topics, from books (*Great Legal Marketing, The Ultimate Success Secret, Carry Your Own Leash, Don't Bet Your Barbie Money*) to audio and visual products (Militant Time Management for Lawyers, The Ben Glass and Michael Gerber Success System to Building a World Class Law Firm Through Effective, Ethical, and Outside-the-Box Marketing), but my true passion is helping law firms around the country tackle these issues directly through membership in my Great Legal Marketing program.

We help hundreds of law firms with their marketing through education, phone calls, weekly faxes, a goldmine of newsletters and videos, and personalized coaching specific to your niche market and practice field. To learn more about membership and what the GLM program can offer, visit GreatLegalMarketing.com and start devouring our free information (sound familar?).

These strategies WILL work for your law firm. They work for me, and I've personally seen dozens of law firms succeed under the exact same model, regardless of size or practice area. Start building these follow-up systems today, and a year from now you won't be able to comprehend how you ever lived without them.

And Here's the Kicker...

Infusionsoft used to have a pretty high learning curve. Despite its power, it took a lot of trial and error for a lawyer to get up to speed, and probably years to tweak all of the sequences for maximum response. Starting Infusionsoft was a lot like opening a box of Legos: lots of potential, but part of you wishes the Lego Taj Mahal was already built for you straight out of the box.

Wish no more. We've done it.

I've worked personally with Infusionsoft to craft **Infusionsoft +Legal.** For the first time ever, you can get *my sequences* already pre-built into Infusionsoft. There's really no other way to put this: we've saved you years of work and tweaking. These sequences are proven to work, and are easily adaptable to your practice area.

If you've been waiting for the right moment to even just try a *demo* of Infusionsoft, now is the perfect time. It's never been better timing for a lawyer to jump in and start attracting clients NOW through sophisticated, trackable, automatic follow-up. **+Legal** is the result of a lot of hard work and elbow grease, because frankly I was tired of lawyers who would absolutely be *making more money* but can't get over the initial Infusionsoft hump.

I'm not even asking you to buy it. I'm just asking you to *try* it.

Go to **www.ScheduleMyDemo.com** and to start the process. We've made it as easy as possible for you. You want to see if the grass is *actually* greener on the other side? This is your stepladder to see over the fence. See for yourself how lawyers all across the country in your exact position have turned it around and now have a steady stream of quality clients calling their office.

None of this is easy. Marketing a law firm is hard work, as it should be. But this is without a doubt the *easiest* it's ever been to get started with the type of marketing that causes solo and small firm lawyers to *thrive* in any market, even with a big 800-pound gorilla next door spending hundreds of thousands on TV and radio.

There's really no other way to put this: starting with Infusionsoft has the potential to be the biggest decision you make for your law firm's growth over the next decade. Those who jump in all say the same thing: "I wish I had done it sooner."

If you want the same results you've been getting to continue over the next year, don't change your behavior. (Actually, in the Google era, even staying the course won't save you.) However, if you're the kind of person who would rather take action and follow the path of **lawyers who have been there**, you need to go to www.ScheduleMyDemo.com and get started right now.

Welcome to the club. Welcome to the club of elite, renegade, entrepreneurial lawyers who are on the cutting edge of legal marketing that **works**. We're glad you're here.

Dedicated to your success,

Ben Glass

Founder and Owner, Great Legal Marketing (www.GreatLegalMarketing.com)
Practicing Personal Injury, Medical Malpractice, and Long Term Disability Attorney at BenGlassLaw