

WARNING! WARNING!

Special Report for Solo and Small Law Firm Owners...

Major Disruptions Set to Collapse Your Law Firm's Online Marketing!

If your law firm is over-reliant on internet marketing, or...

If you think SEO is still the coming savior for your practice, or...

If you're aware of the dangers of Google, Facebook, Twitter, etc., but are unsure of what to do next...

This may be the most important publication you read ALL YEAR.

In the last two decades, seismic shifts in our profession (I, too, am a practicing attorney) tipped the marketing scales from the "old ways" to a wide-ranging selection of new-fangled technology.

This brought both great good and terrible evil.

On the side of light, we are empowered to directly reach our potential clients. More than ever, you and I can capture the attention of our ideal clientele. Whether through carefully crafted digital advertisements or well-developed content, our modern marketing methods are certainly the envy of our predecessors.

Best of all, we can circumvent the "Ivory Tower Powers" who want us struggling on a standard ladder of success (the biggest load of BS ever). If the bar associations and law school professors had their way, you and I would have to wait for a fabled magic wand labeled "Partner Track." Your worthiness would be judged by a host of overpaid senior partners who giddily wield such power like drunk kings. Instead, we took fate into our own hands and started a law firm. Our reward is the excellent swath of opportunities to produce new and powerful marketing.

That is the Great Good we have thanks to the democratizing influence of the Internet!

However...

There is Tremendous Ill and Terrible Evil threatening your law firm.

For every good idea in online marketing, there are a dozen downright stupid ways to waste your time, energy, and money. More lawyers have wasted more money on bad ideas from snake oil salesmen than at any point in our history.

I hear tales from across our profession... Members of my organization report openly and honestly of their failures. More big shocks come from digital advertising than any other space. One member admitted to spending more than \$7,000 per month on pay-per-click with Google... and didn't even have a guess as to how many clients he was getting from it, if any at all! We later discovered, by implementing some basic tracking measures, he was paying more than \$4,000 per qualified lead - for clients worth \$2,700 on average to his firm. He was losing \$1,300 per client! Fortunately, he listened to my advice and redeployed his money into a winning strategy with client acquisition costs closer to \$500. Finally, he was seeing return on his investment.

The unwise spending isn't the end of the story.

It actually pales in comparison to the greater threat.

The greatest EVIL in our continuing over-reliance on internet marketing is the largest tech companies themselves!

Let me abundantly clear: Google is not your friend.

Google is a tool, a resource. At best, it is a well-tamed predator bringing prey back to you. However, even the friendliest beasts are liable to turn. Not to be crass, but even Roy of "Siegfried & Roy" fame only made it 13 years in their Vegas act before a tiger turned. Google is the same way. Right now, it seems under control. But if you pay attention, you will see dire warnings of what is to come.

The insidious truth is Google and its ilk (Facebook, Twitter, YouTube, etc.) are making life much, much harder for small businesses. They may publicly champion Susie's bake shop and how their ads helped her, but behind the scenes, they are paving the way for bigger companies to run Susie out of business.

Even in Search Engine Optimization (SEO), you can see - and it's plain as day - how larger websites, such as Avvo and Nolo, dominate searches for lawyer-related terms.

While there is still room to create small-scale victories for your firm, the window of opportunity is not as viable as in the past.

Law firms that want to remain competitive need to REMOVE EGGS FROM THE ONLINE BASKET.

At the all levels of my practice growth organization, the best-performing practices report their biggest gains in offline marketing.

While low- and mid-performing practices try to scoop up the last remaining bits of the online gold rush, this group of exceptionally smart practice owners is turning back the clock.

Gone is the incessant daily focus on *writing the next blog post or Internet article*.

Now, the big question is, "How do I find and exploit the forgotten opportunities left behind by fad-chasing firms?"

Unfortunately...

Many "gurus" are still trying to trick you into spending money on link-building scams and old-fashioned content mills!

You are forgiven for thinking you must pour more money into online marketing. After all, every Tom, Dick, and Harry seems to insist on it.

A long-time insider of the law firm marketing world sent me a troubling report in December. He told me at least one very well-known "expert/guru" is still selling the same services program the guru put together in 2010. Buyers of that program are hard-sold into high-ticket "done for you" packages, entirely unaware of the poison they are about to put into their websites. They are shown glamorous graphs and promised the "top spot on Google." Here's the most devious part: It's not a complete lie! You can indeed game your way to the top. However, it won't last long. Google figures it out and punishes you. The minimum sentence is sudden de-ranking on all the valuable searches. In some cases, law firm websites are blacklisted and completely removed from Google. One day there, the next vanished. Meanwhile, the guru finds another crowd of frustrated lawyers to sell to... and the cycle continues.

You can't outsource the knowledge required to smartly and effectively market your law firm. End of story.

I am petrified by the almost intentional lack of business and marketing knowledge exhibited by lawyers who own law firms. Of course, part of the blame lies at the feet of law school professors and bar associations who look down their noses at the business side. They all want to tell us, "Do good work and the cases will come." Good luck with that strategy. I find that waiting for business to pick up is the slow, painful path to closing the doors for good.

Sadly, one in four Americans didn't read a single book in the last year.

Our country's willingness to turn away from learning disturbs me. It is far worse when you think about a business owner turning away from information. And, yes, your law firm is indeed a *business* and one you can't expect to grow if you don't know how to grow it. You never outgrow learning. It doesn't matter if you graduated from college and law school. The learning doesn't end.

You simply can't afford ignorance on something as important as business skills - marketing, management, finances.

Would you turn to a surgeon who adamantly refuses to read his trade journals? Can you trust an accountant who steers clear of reading up on new tax laws? Absolutely not! If your job is to attract new clients, then you are clearly responsible for staying alert and informed about that process. *(And make no mistake, law firm owners are first and foremost responsible for new client acquisition. There is no practicing law without people willing and able to pay for your services. Getting a client comes before giving the service to a client. You are the Chief Marketing Officer of your law firm. Plain and simple.)*

You must turn your attention away from the Internet!

Online marketing is in trouble.

For example, I would be very afraid if you are still stuck on cracking the code for Facebook ads, but haven't figured out how to script your intake calls.

At any moment, Facebook can change its standards for its advertisements. Within the last 12 months, multiple privacy scandals have hamstrung the stock price of Facebook. The company, looking to calm investors, continues to make promises about restricting data. This will have a direct negative impact on your Facebook advertising.

Meanwhile, some marketing principles and tactics never change. They are just ignored.

Long-term referral relationships remain the #1 source of high-value clients for the majority of law firms. They were important four decades ago when lawyer advertising was "legalized" by the Supreme Court, and they are important today. Actually, **referral relationships are more important than ever**. It is one of the few ways to escape the traps set by the big Online Entities. They can't bait you into ever-increasing ad budgets with relationships! Additionally, it is far easier to maintain referral partnerships than it is to keep an eye on your Google Ads.

The biggest difference today is there are more distractions than ever. So, even though referrals remain at or near the top of the "most valuable marketing" list, it experienced tremendous erosion over the last decade. After all, so many self-anointed gurus - those who were far removed from the actual owning and operating of a law firm - were out teaching every hack, trick, and scheme you could use to hit a jackpot on Google. They

acted like nothing else mattered. If I had let my law firm's marketing be subject to such nonsense, I wouldn't be running it today – it would be out of business! (Maybe that's one of the reasons these "gurus" aren't running practices themselves?)

Watch what the big online companies DO, not what they say.

It's crazy to see the difference between the behavior of Google, Facebook, *et cetera*, versus what they tell you to do.

Do you know how these big "only on the Internet" businesses get people to buy and use their online advertising platforms? Direct mail! Phone calls! Local events!

They even engage in direct response marketing, offering free advertising credits to you to get started. These companies are extremely capable of putting you on a wheel of activity that leads to little, if any, accomplishments. They are gifted at getting you hooked. It's how the whole business model operates. Top executives of technology and social media companies openly say they forbid their children from engaging with many of their own inventions. The hypocrisy!

Sadly, despite this preponderance of evidence, I still see good lawyers craning their necks to catch a peek of the trendiest online marketing gimmicks.

I'm the person grabbing your head and turning its attention the right way.

Here's some much-needed honesty in this endeavor: Because I still run my own law firm, I have to take my own medicine. I can't teach you nonsense theories, because it would become obvious!

Build powerful, unshakeable marketing in the Real World.

Frankly, I can teach you all the wizardry of online marketing. My website is certainly no slouch, and it has grown over 53% in traffic over the last 18 months. That's pretty darn good considering the extremely high bar of competition in my region (Northern Virginia, which is packed with lawyers).

HOWEVER...

The big increase in web traffic is NOT what caused one of my practice areas to quadruple (4X) in size in just over two years.

My long-term disability practice area grew due to a simple but wildly effective referral partnership campaign! Over 90% of the dollars spent on this campaign were OFFLINE. Direct mail and print ads were the biggest generators.

My favorite part about these offline marketing methods is that my competitors look at them and scoff. They'll continue to pour money into online ads while I build new pipelines of referrals.

Too often, lawyers won't engage in marketing because of the opinions of peers.

I want my peers to laugh. I even encourage it!

After all, if they're busy laughing, they won't compete in the same spaces. Their arrogance gives me room to operate freely. If they're not crowding the mailbox, then my referral letters show up as a Category of One - it sticks out.

Want to "steal" my marketing blueprint for mere pennies on the dollar?

You can easily navigate around the tsunami set to crash online marketing. I'm doing it right now and happily showing my members how to do it themselves. They are constructing seven-figure law firms by steadily lowering their reliance on internet marketing sources.

My personal blueprint to disaster-proofing your practice's marketing is entirely available to you. It's the first thing I send when you become a member. It's known as my *Power Tools to Becoming a Hero to Your Family and Icon in Your Community*.

If you take the threat of these online entities seriously, you're going to LOVE one of my Big Bonuses included in *Power Tools*.

It is my "**Ultimate Referral Letter**." I think this one template (it's entirely written for you) has generated more referrals for law firms than just about any other program out there. This potent program walks you through the exact steps to take. It shows you how to select your referral source targets, set up the letter (again, it's written for you, so you just copy and paste the text with your name on it), and get it out the door with the correct envelope and formatting - yes, these details matter, and it is a mailed letter, not some cheap email template.

Of course, this is only the beginning...

I'll share a dirty, little secret with you: I actually do reveal my online marketing strategies in *Power Tools*! As I stated before, you can and should cash in while the going is good. But I'm not going to let you construct your complete system on this house of cards. You will be ready for every twist and turn Google and its friends send our way.

You're not getting cheap tactics with Great Legal Marketing.

You get a SYSTEM designed to take advantage of all opportunities.

You tap into a new way to think about marketing. It pivots away from the traditional “call me now” tactics and builds you up as an authority. You learn how to develop pipelines of new clients using lead generation strategies with over a century of proven methods.

For \$379, *Power Tools for Becoming a Hero to Your Family and Icon in Your Community* includes hundreds of pages of instruction, templates, how-to guides, and marketing campaigns for solo and small law firms...

→ You **get my market-leading Referral Letter for a quick influx of new clients** and referral partners...

→ Launch a potent New Client Magnet – **my secret weapon to creating authority and affinity with prospects**, leading potential clients to sell me on their cases, rather than me doing any kind of selling (I hate the hard closes and grimy tactics of normal sales)...

→ See how to “**cash in quick**” on the only valuable areas left with Internet Marketing before these opportunities dry up...

→ **Get the insider info on my favorite vendors** for help in launching any part of your marketing that requires outside help (**this may be worth \$25,000 on its own considering the money you will save by working with higher-class providers**)...

→ And launch an ongoing growth plan that focuses on your ideal lifestyle (**I’ll show you how to make actual profit and not just revenue that is chewed up by endless overhead expenses**)!

I could go on, but here’s the rest of the deal:

Your investment in *Power Tools* kickstarts your membership with Great Legal Marketing at the Gold Marketers level... and the first month is free!

I’m not going to make you commit to any long-term contract.

You DO get instant access to a private membership portal. This space includes online versions of *Power Tools* and all the bonuses (don’t worry, I ship you a complete physical copy of the materials, as well), plus a \$10,000 archive of high-caliber marketing strategies, tactics, and campaigns!

You DO receive direct access to my team via email to get your marketing questions answered. Want a campaign reviewed before you launch it? We review it. Need advice on your website? Just ask, and we’ll help.

You **DO** get to work directly from my FAST START CHECKLISTS, which reward you with cash and other prizes for taking action! Yes, I will literally pay you to implement my program. Why would I do that? Honestly, because you'll end up being a member for a long, long time once you see the results!

You **DO** receive a brand-new edition every month of *The Ben Glass Letter* and *The GLM Advisor*, two resources no solo or small law firm owner should go without. These two private publications are like getting a \$2,500 consultation every month from a group of leading business growth experts, but you're paying less than 10% that cost (plus getting all the other benefits of membership).

And you **DO** get to be part of a marketing-focused teleseminar held every month for members. Each session brings a new tactic, strategy, and/or campaign for you to use in your law firm. You can join in live or listen to the recording, which is conveniently put up at your membership site the next day and shipped to you as a CD (many members love having a stack of materials to listen to while driving – they are forever learners).

All of those benefits are yours as long as you remain a member, which is the small monthly investment of \$197 to keep the guidance and information heading your way. Plus, don't forget to use my team to advise you on your next marketing project! We have experience in every practice area and all sorts of budget ranges.

You are at the decision point.

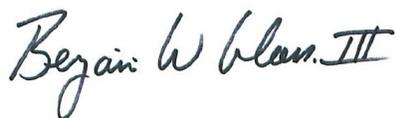
Your great transformation starts with your investment in *Power Tools to Becoming a Hero to Your Family and Icon in Your Community...*

This will separate you FOREVER from the manipulations of Google, Facebook, and all the other online overlords. If you're ready to reject the status quo of pumping endless dollars into the latest marketing scam, this is your way out. You will be back on solid ground with a real vision for a bright, prosperous future *of your design and desire*.

Get it all started here:

www.PreparedLawFirm.com

Your Friend in Success,

A handwritten signature in cursive script that reads "Ben W Glass III".

Ben Glass

P.S. What you get is focused on IMPLEMENTATION. There is a good deal of teaching being done in *Power Tools*, but the system ships to you with templates and very specific

instructions on what to do. There isn't a bunch of guesswork or "what do I do next." You know exactly what to do and where to go. This system has solved huge problems for all sorts of law firms. I know how to make life easier for my fellow solo and small firm lawyers. You're next...

P.P.S. If you want more proof, I crammed several testimonials down below from actual members of Great Legal Marketing. They're the real proof of what this system can do for you!

"I have moved from a 600 sq ft office... to now a 1,650 sq ft office. **Business has exploded**, growing from \$155,000 to \$575,000 last year. We are on track to do over \$800,000 for this year."

- Lee Berlin (Tulsa, OK / Criminal Defense)

"My wife and I have financial security and are planning to purchase a vacation home in the next two years. **Since 2014, my gross revenues have more than tripled!** I am an entrepreneur lawyer running my own firm, controlling my own destiny, and we are flourishing."

- Max Meyers (Kirkland, WA / Personal Injury)

"**Our gross revenue for January-March 2017 is 148% compared to the same time frame last year**, and our April cash flow is already projected at almost our goal based upon meetings already scheduled - and the month hasn't even started yet!"

- Jackie Bedard (Cary, NC / Family Law, Estate Planning)

"We've grown from a one-attorney law firm based in a tiny rural town to a multi-office law firm... and **our law firm revenues have grown 75% each year** from 2012-2016!"

- Scott Swier (Sioux Falls, SD / Estate Planning, Education Law, Others)

"**Revenue increased 60% while working less than ever before!**"

- Wayne Holcomb (Yorktown, VA / Family Law, Criminal Defense)

"Implementing GLM principles has provided a lot of opportunities for my family. I take time off whenever I want to go do things with my kids; I never miss important school events; and I am always home for family dinner. In fact, I just **booked our family vacation for this summer: a 7-night Caribbean cruise!**"

- Stacey Barrus (San Antonio, TX / Personal Injury)

"**My year-to-date revenue went up 41% over the previous year!**"

- Joel Beck (Lawrenceville, GA / Business Law, Estate Planning)

Start your path to success and practice growth here:

www.PracticePowerTools.com