

Effortless Law Office Consulting Resource Guide

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Introduction

Thank you for purchasing the Effortless Law Office Consulting formula.

This guide is meant to supplement the video training included in this course. I'm including the sales pitches, emails, and other resources in this document to make it easier for you to refer to them later.

Be sure to watch all the videos in this package, which is where the overwhelming majority of the training will be. Once you've viewed the training videos, return to this document to read the sales pitches and other methods for expanding this program.

There are two things you should be aware of that I want to highlight here:

Compliance

Attorneys have advertising rules that you need to be, at minimum, loosely aware of. This isn't a scary or complicated thing. It is usually a manner of placing the attorney's name, address, and telephone number on any advertisement you run.

In reality, we're running a model similar to an attorney lead referral service. In most cases, to help comply with any local laws, you need to place a small footer on your site with language similar to this:

Not an Attorney. We are an attorney referral service who will attempt to locate a licensed attorney to assist you. All questions about this site can be directed to legal@example.com. Use of this site does not create an attorney-client relationship.

Consult with the regional authority (usually a state bar association) or speak with an attorney for the exact language you may need.

Pricing

The pricing recommended in this package have been realized many times, but each attorney and each market is different. You will price your lead fees based on the going rates of internet leads. You find

these by searching the google keyword tool for the attorney specialty, location and problem.

So if I need a bankruptcy attorney, and I live in Las Vegas; I might search for “*Bankruptcy Attorney Las Vegas*”

I would then look at the suggested bid, which in this example is \$40

Ad group: **Keywords like: Bankruptcy Attorney Las Vegas**

 **Back**

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
NV		1,000	Low	\$3.30
Bankruptcy Attorney Las Vegas		210	High	\$40.86



To compare this with another discipline, let's look at a search for personal injury attorneys:

Ad group: **Keywords like: Personal Injury Attorney**



Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
Las Vegas		49,500	Low	\$2.42
Personal Injury Attorney		70	High	\$124.04



These personal injury leads are worth over \$124! When you can deliver these leads to a client at a discount of even something as small as \$20; they will listen to your offer because you'll be saving them thousands over time.

So be sure to know what online leads are costing them by searching Google's Keyword Tool for the search terms specific to their practice and legal discipline.

When you give a package price for monthly leads, be sure that your total price is saving them at least 20% off the retail bid for a handful of leads.

Outreach Email Template

After you identify a legal discipline to target, and created/ranked a site, you can begin marketing it. You start off by notifying lawyers of that discipline that you have leads for them.

The email we will use to get the conversation started is simple.

"I found leads, can you help them? I'm not a lawyer."

Use this template to reach out to attorneys after you've collected a lead or two:

Subject: *Need <type of attorney> for this case...*

Hello Mr/Mrs Attorney,

My name is <name> and I built a law site for people in the <town, city of Smallville>

Here's a link to my site: www.example.com/

Through the contact form on this site, I have been receiving numerous requests for a <type of lawyer> attorney to handle their cases. I, myself, am not a lawyer, and don't know what to do with these cases. Can you help?

-Name & Contact Info

Follow Up Email Template

The biggest battle in sales and prospecting is follow up. You can send 1000 emails, but if you don't follow up, you'll abandon most of your prospects. Remember that timing is everything in sales. You might catch someone at a bad time, or they may fail to act on your email the moment they saw it, even though it interested them.

We remind them with a follow up, so use this template:

Subject: *following up about a lead...*

Hello Mr/Mrs Lawyer,

I sent you an email on <day> at <time> regarding some cases that are contacting me. As I am not an attorney, I can't help them, but I know you will probably be interested in these cases, as the people seem serious.

Can I transfer these leads to you?

Please give me a call at 555.555.5555 or simply reply back with "I'm interested" and we'll go from there.

Otherwise, I am available to speak on <DAY> at <TIME> or <ANOTHER DAY> at < ANOTHER TIME>

Which is better for you?

-Name & Contact Info

P.S. Let me know soon that you're interested. If not, I'll have to pass the leads to somebody else.

Leads Sales Pitch

Use this sales pitch when selling leads.

Hello <name> thanks for getting on the phone with me today.

I wanted to take just a few minutes to tell you my situation, and tell you that I can bring you new business in the form of red-hot online leads; ok?

I ranked a website for <the problem that the lawyer services> on Google, and this site is getting about 500 visits each month from people who have this problem.

Since I'm not an attorney, obviously I can't help them, but you are and your office can help these people with obvious problem.

Let me ask you this, are you seeking online leads from people who have <the problem that the lawyer services>?

[They'll say yes]

Great!

What I propose is that you buy these leads from me. I'll be able to deliver them to you regularly, and for less than you're paying online right now.

Would you be interested in buying these leads?

Great!

What I offer is exclusive access to these leads, so I won't sell this lead to another law office. It will be all yours, so you won't have to compete for the matter with another attorney.

There are two programs I'm offering.

*My usual price per exclusive lead is [**KNOW YOUR LOCAL PRICING** - \$125.]*

Where I think you will get the most value is paying me monthly just to direct all the traffic and leads that I get right to your email and telephone numbers.

*For the monthly option, my fee is [**\$1135**] for an unlimited amount of exclusive leads sent directly to your office. This would usually be around 10 to 15 leads per month.*

You with me so far?

*The going rate online for [the search term] in your area is [**\$145**].*

*You would be saving roughly [**\$30 to \$50**] per lead generated with this site.*

Do you have any questions so far? [Handle any questions / objections]

Would you like to get started with these exclusive leads?

Great! I'm going to send you a sign up link to your email. Is this the right address? [read off their email]

Outstanding [name], I'm looking forward to working with you and sending tons of leads your way.

Website Sales Pitch

Use this sales pitch when selling websites.

Hey [name]

Thanks for getting on the phone with me today.

Hear me out, I want to make a case, no pun intended.

I want to discuss your website and the real problem you're facing; you're simply ignoring fresh leads, sending them to other attorneys and it is costing you thousands of dollars.

Right now you're probably buying leads from some chop shop, paying hundreds of dollars for internet leads. Am I right?

Did you know that you can generate the very same leads for yourself?

That means you would no longer have to pay per-lead, but rather, you'd have an amazing website that would collect these leads naturally, and funnel each one directly to your office.

You see, there is some senseless mystery around collecting leads online, when really, all you need is to target the right keyword and use the right technology to gather up the leads that are unique to your legal discipline.

So why you may think these referral services and advertisers are doing something special, they are not doing anything I can't give to you with the right software and strategies.

What I propose is that you let me upgrade your existing site with the newest lead capture technology, update your content, and give you a mobile-ready website, and I'll tell you why you need these things...

The way people use the net to find help has changed in the last few years, over half of every online search done on a mobile device (like

a smartphone or tablet) has some “buyer intent” – which means they are searching to hire some attorney to help them.

You with me so far? Do you have any questions?

So these potential cases are searching, and finding webpages that are ranked for your specific types of terms, and you only need a website ranked for that term to gather these leads. Such a site can bring in 100 to 300 new leads per year. If you’re already paying [\$100] a lead, then you’re probably paying in the neighborhood of [\$30k per year,] just on leads.

Instead of paying top dollar for these leads, I can save you a bundle by giving you the web technology that people respond to.

A system that generates leads from the search traffic already out there, and will see people sending you their cases.

My project fee for this is [\$7000] – a mere fraction of the total value of these leads.

Do you want to upgrade the site so you can book these cases?

Great, then let’s get started, ok?

I’ll send you the email that contains the payment link, and after I receive payment, we’ll get right to work. It usually takes just a week or two to get everything up and running.

Thanks again! I’ll be looking for your response to my email.

Upselling and Outsourcing

The secret to turning a 6 figure business into a 7 figure business is to increase the value of your clients and customers. This allows you to make more money with fewer customers, and spend more money acquiring customers.

If a customer is worth \$50,000 in fees to you over the life of that customer, you can easily afford to spend thousands of dollars in advertising or commissions for sales reps to acquire that customer. This is simply not the case if your customers are only worth the initial \$500 to you.

Raising your customer value usually requires you to either raise your prices, sell more products and services, or both. Once you've landed clients, keep increasing your price until you hit a wall. You may surprise yourself and find that many law offices consider \$5,000 to \$7,000 to be a cheap price for a lead generating website.

Stuff To Sell

Once you have an attorney as a client, there are a host of other services you can sell them. Below are my top 4 done-for-you services that I resell to clients. Each of these services has a white label program that you can sell as your own. I also recommend more services in the training videos, so be sure to watch those videos!

Text message marketing:

<https://www.eztexting.com/agency-partner-program>

General SEO Services:

<https://posirank.com/>

Social Media Marketing:

<http://retortal.com/>