



Spotlight
Branding

4 STEPS

Estate Planning Attorneys Can
Take for Better Marketing **TODAY**

Everyone needs an estate plan, so marketing your firm shouldn't be hard, right? Shockingly, many estate planning attorneys fail to do the most basic marketing tasks that can ensure their success and position them as the go-to experts in their community.

In this report, we'll outline three easy ways to do that.

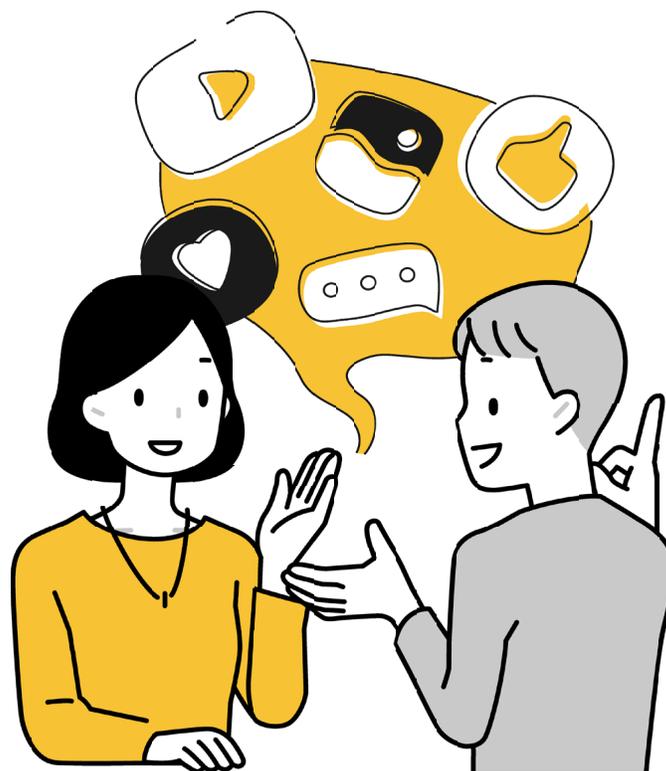


How can you make sure people **find you**?

Content is everywhere right now, and more people than ever are consuming information on social media, email, and other online platforms. While your competitors are drinking the Kool-Aid and throwing all of their money at SEO, hoping for one of 10 spots on the first page of a keyword search, you can put yourself in front of people on social media and in their inbox, which is a much more intimate setting than a Google search and really allows you to send a more personalized message.

But beyond the opportunity to reach new people, you don't want to forget the people you've guided in the past. Are they going to need you again? Or do they know someone who may need your help?

The truth is that while you may want to take every single case that walks through your door because it means more revenue, you know deep down that you don't have the capacity for it (unless you have a few associate attorneys on your staff to delegate the work to). So how do you make sure you take the cases you want? Referrals.





Look back through your business records. We bet you'll find that the best cases, whether it was the case value or the overall experience you had working with someone, was much better when that client came as a referral than a cold lead. That's because referrals truly do make the best clients.

How can you generate referrals? You have to remind your past clients and other contacts of who you are and how you can help them. This is the biggest missed opportunity that law firms fail to capitalize on.



If you start sending regular emails informing your contacts of how you can help them, they'll be more likely to think of you first when they need to craft their estate plan. Even better, they'll tell their friends, family, and coworkers who may need to do the same about you.

At that point, the referral will walk in primed and ready to hire you. You won't have to spend as much time selling yourself or educating them because you'll have everything you need to educate them beforehand.



How can you put yourself in the best position **for success now?**

It's actually pretty simple:

1. Get on social media

If you're already on social media, start posting consistently (1-2 times per day)

2. Send regular emails

Write blogs and film short, informational videos to include in your emails as a way to provide real value to your contacts. Avoid the cookie recipes!

3. Make sure your website is up to date

If your website looks old or the messaging is confusing, make the decision to invest in your digital office space right now! It's the first impression you'll make on new clients, so it better be a good one.

4. Speak up!

Estate planning attorneys are always welcome in churches and nursing homes to older and elderly people who may be facing legal issues surrounding their estate. Positioning yourself as an expert and a welcome resource to those people will elevate your credibility and make you the go-to attorney in your community.

That's it! If you can take those four steps, you will have set yourself up for massive success to make this your best growth year yet.



Should you invest in SEO right now?

NO! Do you want to know why? Because that's what all of your competitors are doing. They're going to throw their marketing dollars into SEO in the hopes that they'll reach Page 1 of a Google search. However, if all of your competitors are doing that, that means only a few will actually make it - and it will be the ones who pay the most money.

Instead, go where your competitors aren't going. Focus on your contacts, whether it's your past clients or the referral partners you've created along the way. The people looking for legal help on Google are going to be price shopping and looking for the cheapest lawyer. Don't commoditize yourself! This is your time to shine, and it's easier to achieve than you might think.

If you need help getting this strategy off the ground,
Spotlight Branding can help.

Contact us today to see how we can provide social media, blogging, video, email, and website services for you.



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