

# Email Marketing For lawyers



Ernie Svenson | [erniethelawyer.net](http://erniethelawyer.net)

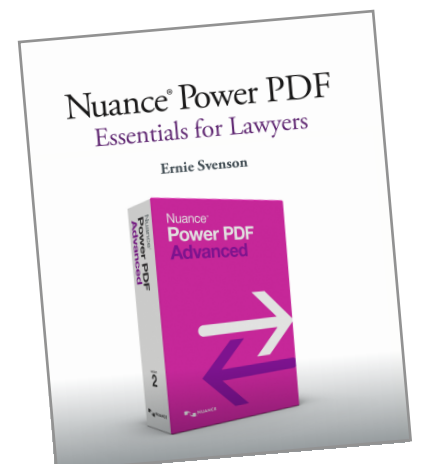
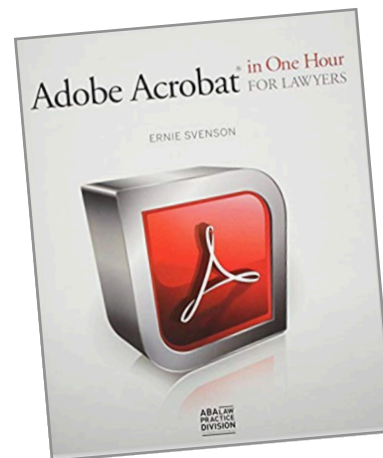
# Speaker

ABA TechShow - Chicago  
Florida Solo & Small Conf  
Missouri Bar Solo & Small Conf  
Indiana Solo & Small Conf  
Clio, MyCase, ARMA, LSBA



# Author

Blogging for Lawyers (ABA)  
Acrobat in One Hour (ABA)  
PDF Essentials for Lawyers  
Nuance PowerPDF Essentials



# Awards

ABA GPSOLO  
*Solo & Small Firm*  
*Trainer of the Year 2018*

FastCase 50 2011






# Weblog: Ernie The Attorney


[Home](#)


Ernie the Attorney : *searching for truth & justice (in an unjust world)*

Updated: 9/18/2003; 2:07:07 PM.

**Personal**  
[E-mail me](#)  
[About me](#)  
[Wishlist](#)  
**Etc...**  
[Personal KM](#)  
[PopTech 2002](#)  
[Travel Blog](#)  
[Whatsa Weblog?](#)  
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[PDF For Lawyers](#)  
**Tech Stuff**  
[TiVo](#)  
[Picasa](#)  
[Treo 300](#)  
[ActiveWords](#)  
[News Reader](#)  
**Wireless**

 **Tuesday, August 12, 2003**  
**[PDF for Lawyers is going to move to TypePad too](#)**  
[Click here](#) for a glimpse of the new home of PDF for Lawyers site. I plan to make this a multi-author blog and invite my lawyer friends who know a lot about PDF to share their insights here as well. Check it out.  
12:56:08 PM #

 **Monday, August 11, 2003**  
**[Ernie the Attorney's posting from a new perch](#)**  
[Click here](#) if you want to see where I'm posting. It's the new [TypePad](#) blogging system from the people who created Movable Type, and it rocks!!!  
1:29:08 PM #

 **Tuesday, August 05, 2003**  
**[Okay, and now for something completely new & different - let's post somewhere else](#)**  
I think I'm going to try TypePad. I signed up for the trial account and have set up some basic stuff. So for the next couple of weeks you can find my postings [over here](#). I doubt I'll wind up there permanently (but I have plans to move somewhere soon) so don't view this as a permanent change, but feel free to subscribe to the full-length XML feed. And let me know if you have any problems.  
1:57:33 PM #

**[New Blogging Service Rolls Out.](#)**  
If you want to set up your own blog you might want to check out [TypePad](#) (which is from the well-established folks at Movable Type). A shining example of the power of this new blog tool is the [PVR Blog](#), which is a great resource for information on devices like TiVo and ReplayTV and digital recording devices in general.  
There are 3 levels of service for TypePad, the lowest priced one is \$5.00 a month, which includes hosting and a bunch of features (i.e. the ability to publish picture albums etc). Worth checking out.  
11:27:12 AM #

\$40

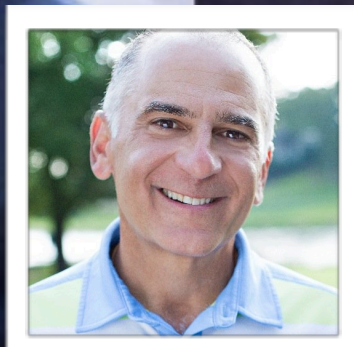
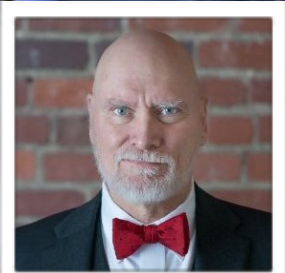
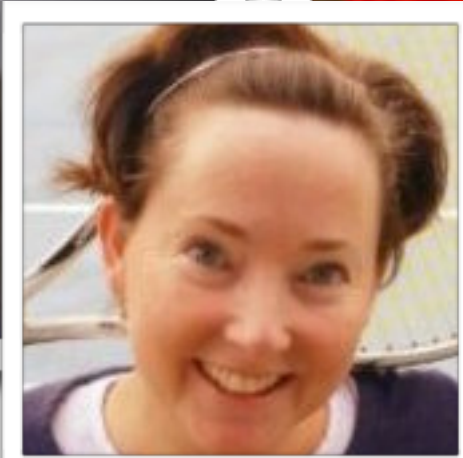
A woman with long blonde hair and glasses, wearing a dark sequined jacket and a beaded necklace, is speaking into a microphone. She is standing in front of an audience. A man with glasses is visible in the foreground, looking towards the speaker. The background is a blurred indoor setting.

# Small Firm Bootcamp



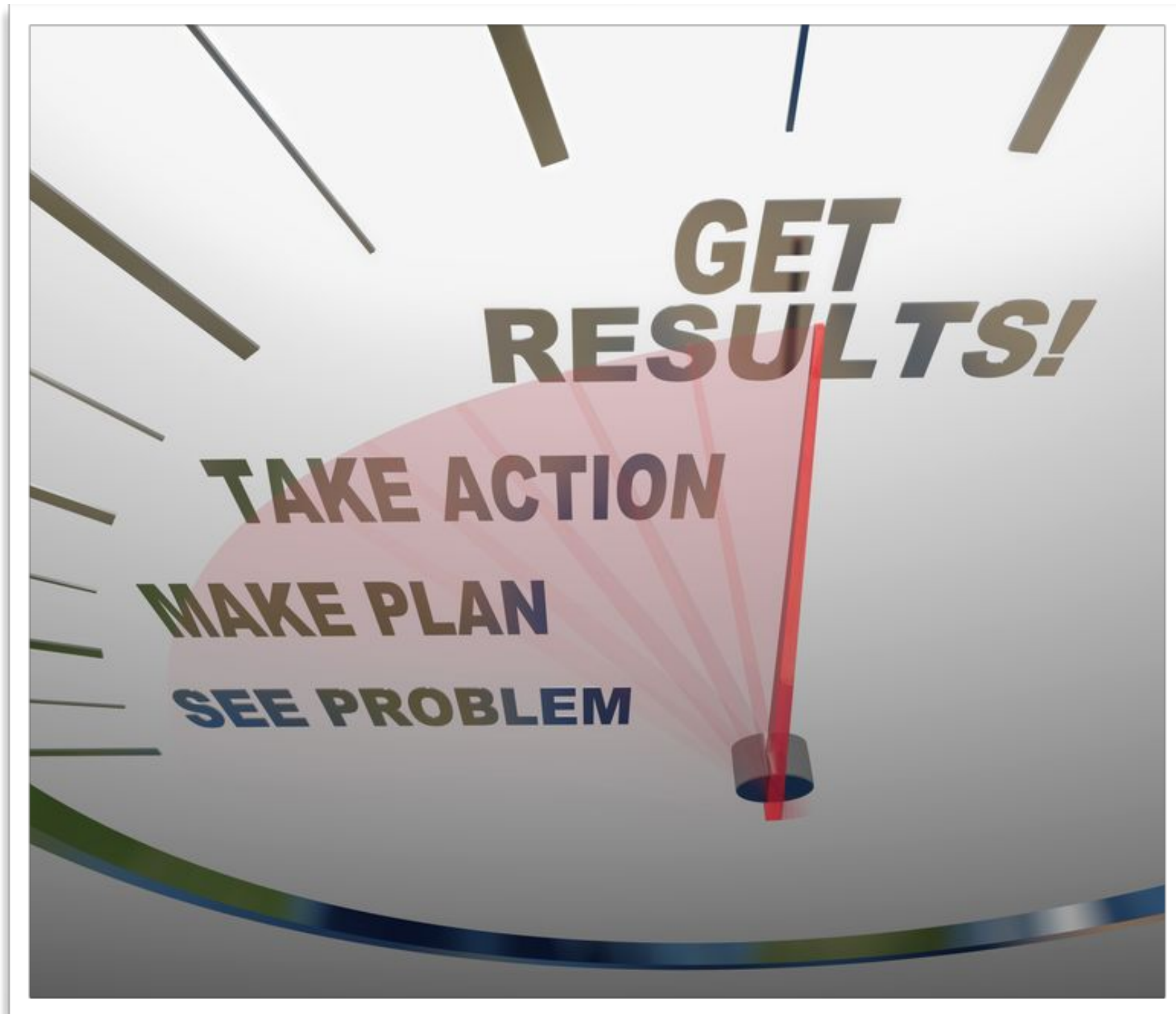








# My 100% Focus





**Carlee Gonzales**


**“An incredible experience! I received so much information that I was looking for in planning my solo firm. You saved me so much time trying to find answers on my own.”**



**James Monast**

**This has opened up new windows on the world of running a legal practice more effectively and efficiently.**



A photograph of Patrick and Zena Slaughter. Patrick, on the right, is a middle-aged man with a grey beard and mustache, wearing a blue and white striped shirt under a grey blazer. Zena, on the left, is a woman with long brown hair, wearing a black top with white polka dots. They are both smiling and standing in what appears to be a professional office setting with other people blurred in the background.

## Patrick & Zena Slaughter

LaFevor/Slaughter Law Firm - Knoxville TN

**“It was kind of hard for me to believe at first, but you really can run your practice from anywhere and be just as productive if you take the time to set your practice up to take advantage of today's technology. —Thanks Ernie!”**





# My Advice is best suited for



# How to build trust

*(even online with people who have no idea who you are)*



# FACTS ABOUT EMAIL MARKETING

**"EMAIL IS THE CHANNEL  
GENERATING THE HIGHEST  
ROI FOR MARKETERS."  
(VentureBeat)**





# **FACTS ABOUT** **EMAIL MARKETING**

**"EMAIL MARKETING YIELDS AN AVERAGE  
4,300% RETURN ON INVESTMENT FOR  
BUSINESSES IN THE UNITED STATES."**

**(Direct Marketing Association)**

# FACTS ABOUT EMAIL MARKETING

**"FOR EVERY \$1 SPENT ON EMAIL  
MARKETING, THE AVERAGE RETURN ON  
INVESTMENT IS \$44.25."**

**(ExactTarget)**



But first...





# Example

(of common but ineffective marketing)

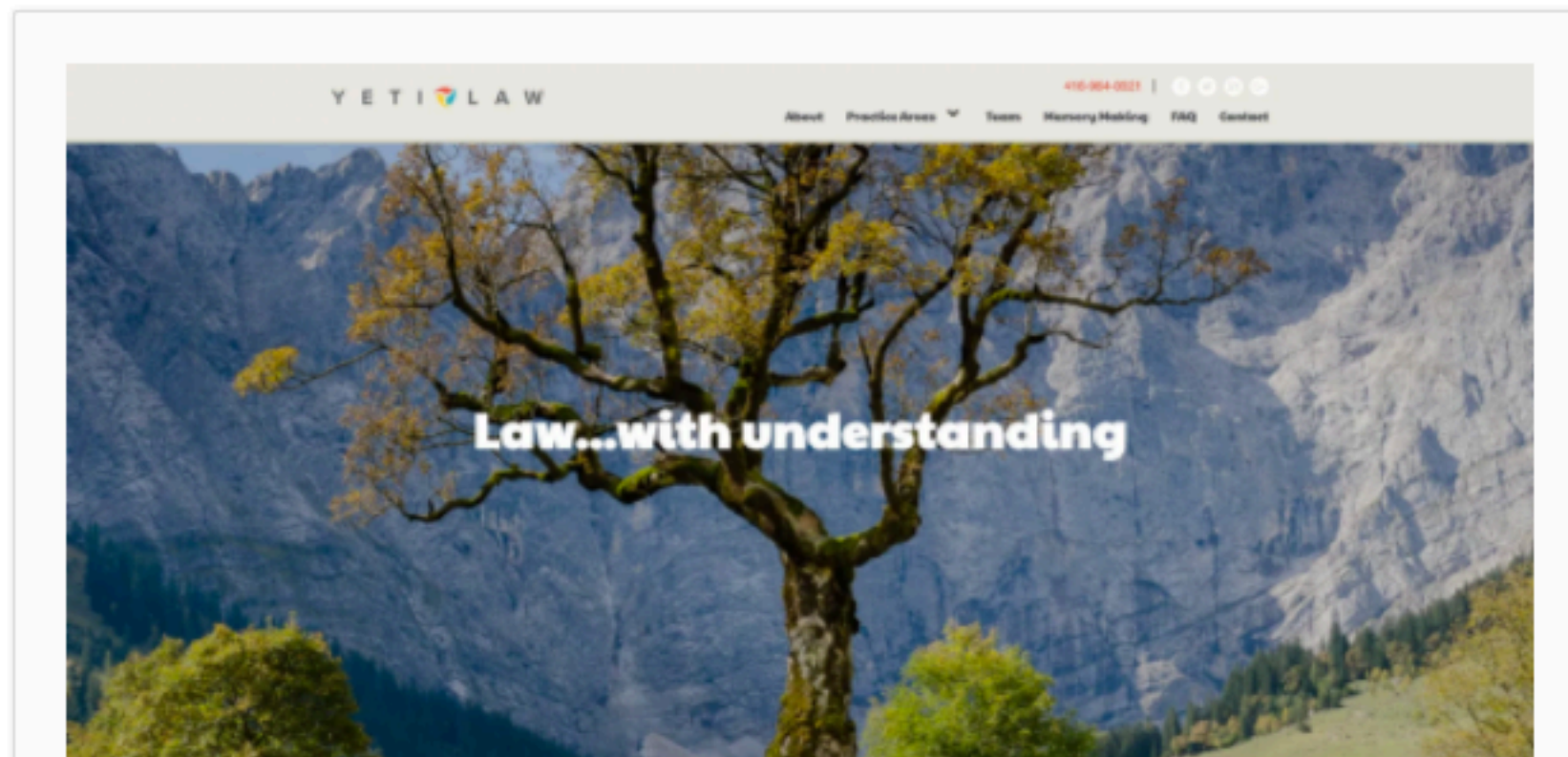




**Law...with understanding**



## The Top Ten Best Law Firm Websites, 2017 Edition



“We liked the way this firm used its website to communicate a strong narrative theme.”

We liked the way this firm used its website to communicate a strong narrative theme.

# Seriously?





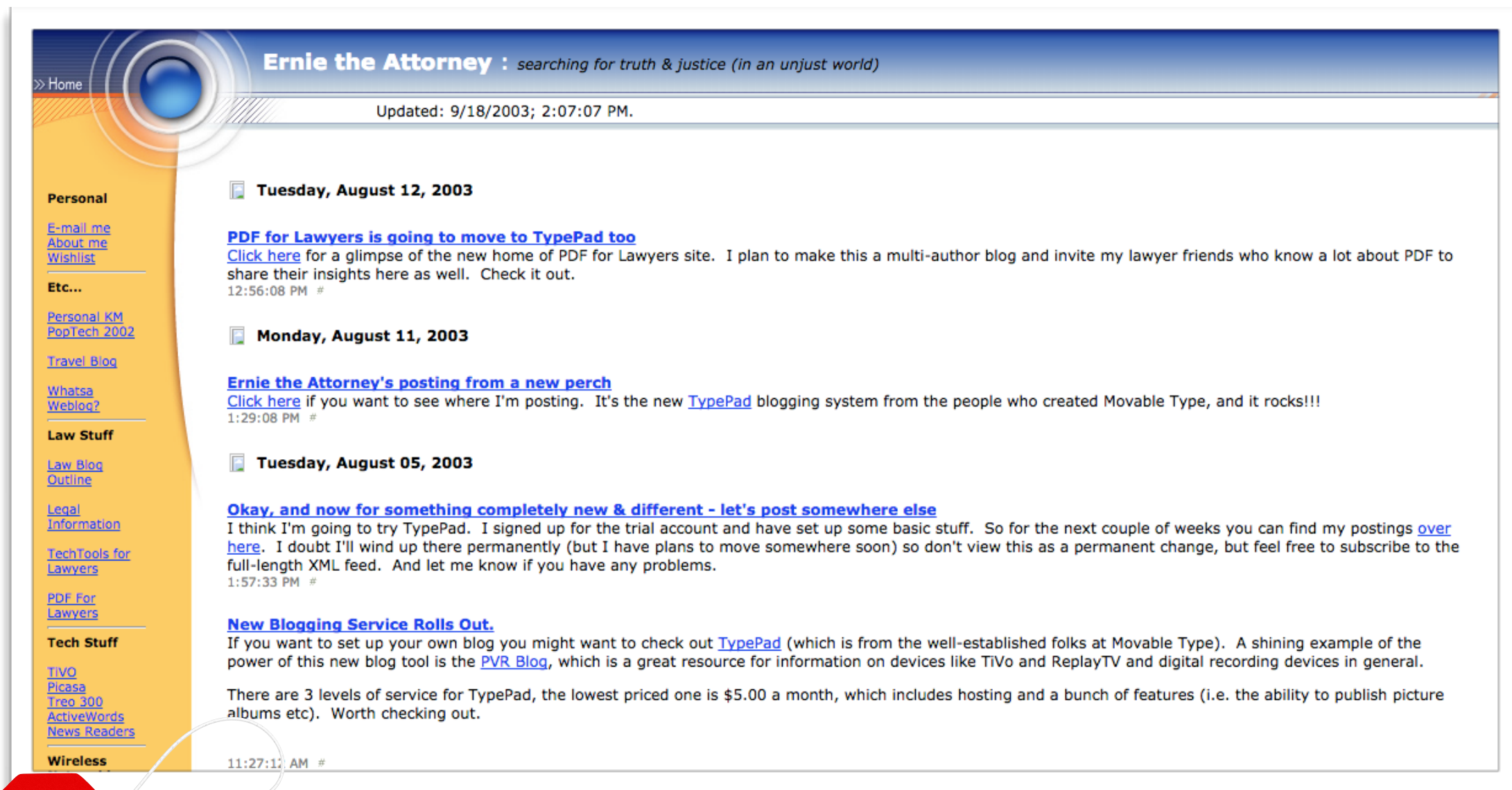
# Web Ads?



# SEO = Expensive



# Used to be cheap



Started in March of 2002





All Images Videos Shopping News More ▾ Search tools

About 52,000,000 results (0.35 seconds)

### Ernie Davis - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Ernie\\_Davis](https://en.wikipedia.org/wiki/Ernie_Davis) ▾ Wikipedia ▾

Ernest "Ernie" Davis (December 14, 1939 – May 18, 1963) was an American football halfback and the first African-American athlete to win the Heisman Trophy.

**NFL draft:** 1962 / Round: 1 / Pick: 1      **Place of death:** Cleveland, Ohio

**Date of death:** May 18, 1963 (aged 23)      **College:** Syracuse

### Ernie (Sesame Street) - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Ernie\\_\(Sesame\\_Street\)](https://en.wikipedia.org/wiki/Ernie_(Sesame_Street)) ▾ Wikipedia ▾

Ernie is a Muppet character on the long-running PBS children's television show, Sesame Street. He and his roommate Bert form the comic duo Bert and Ernie, ...

**First appearance:** Sesame Street Test P...      **Family:** Cousins (Ernestine and Fred)

### Ernie - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Ernie> ▾ Wikipedia ▾

Ernie may refer to: ... the Premium Bond computer; Ernie (comic strip), a cartoon published in the British comic Eagle; "Ernie (The Fastest Milkman in the West)", ...

### Ernie the Attorney

[ernietheattorney.net/](http://ernietheattorney.net/) ▾ Ernie The Attorney ▾

I help small firm lawyers automate their critical workflows (& find enlightenment efficiently ;-)



# Helping lawyers work less and earn more...

Most solo and small firm lawyers are overworked, underpaid, and under appreciated. So I teach them *powerful strategies and systems* so they can create *dream practices* that are easier to manage, more profitable, and *much more fulfilling*.

First, I provide a battle-tested **strategic blueprint** designed to transform any kind of practice into a smooth-running profit-generating machine. Then, I provide **ongoing coaching** so they can keep steadily improving week by week.

SPEAKING ENGAGEMENTS

WHO AM I



Get My Ultimate Lawyers' Technology Toolkit

CLICK HERE AND I'LL SHARE.

COURSE

## Starting a New Law Firm

How To Create A Smooth-Running, Profitable Practice From Scratch

TAUGHT BY ERNIE SVENSON

FREE PREVIEW →

COURSE

## LawFirm Autopilot

Work smarter, not harder, using proven systems and automation

TAUGHT BY ERNIE SVENSON

FREE PREVIEW →

COURSE

## Law Firm Co-Pilot Membership

Get expert help to keep your practice growing steadily and smoothly

WITH ERNIE SVENSON

FREE PREVIEW →

# Email Marketing



# Tastefully builds trust





# Five Keys





# 5 Keys



## **Realistic Approach**

Understand the brutal realities of marketing



## **Niche Focus**

Make your clients feel special



## **Compelling message**

Communicate clearly to your ideal client



## **Free helpful download**

Overcome resistance and build rapport



## **Email autoresponder**

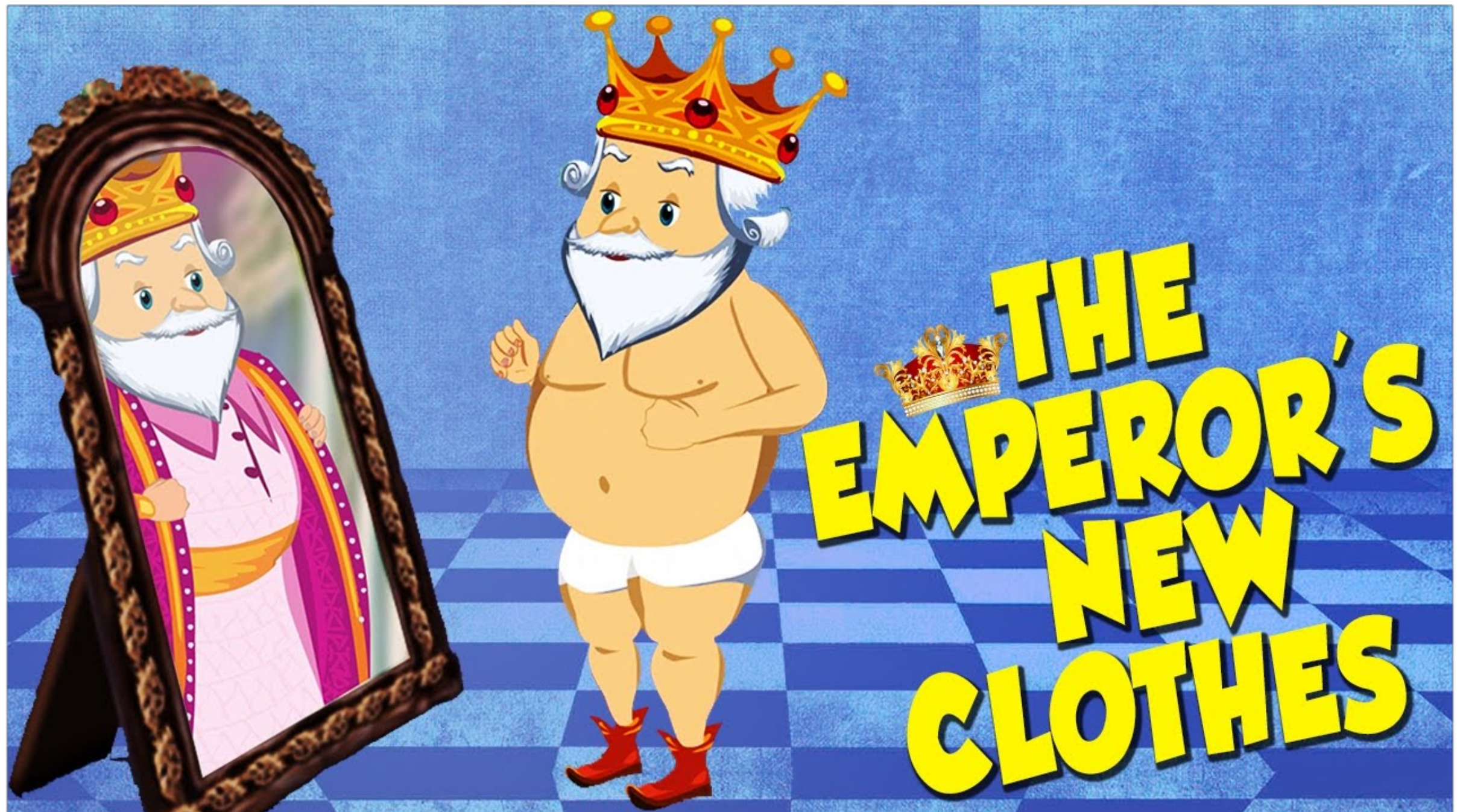
Build trust in an automated process

# 1. Realistic Approach

Harsh Truths



# Marketing Delusions





# Group Delusion



# Proper Marketing



Stop...and  
think about it

# Relationship

Client  
feelings



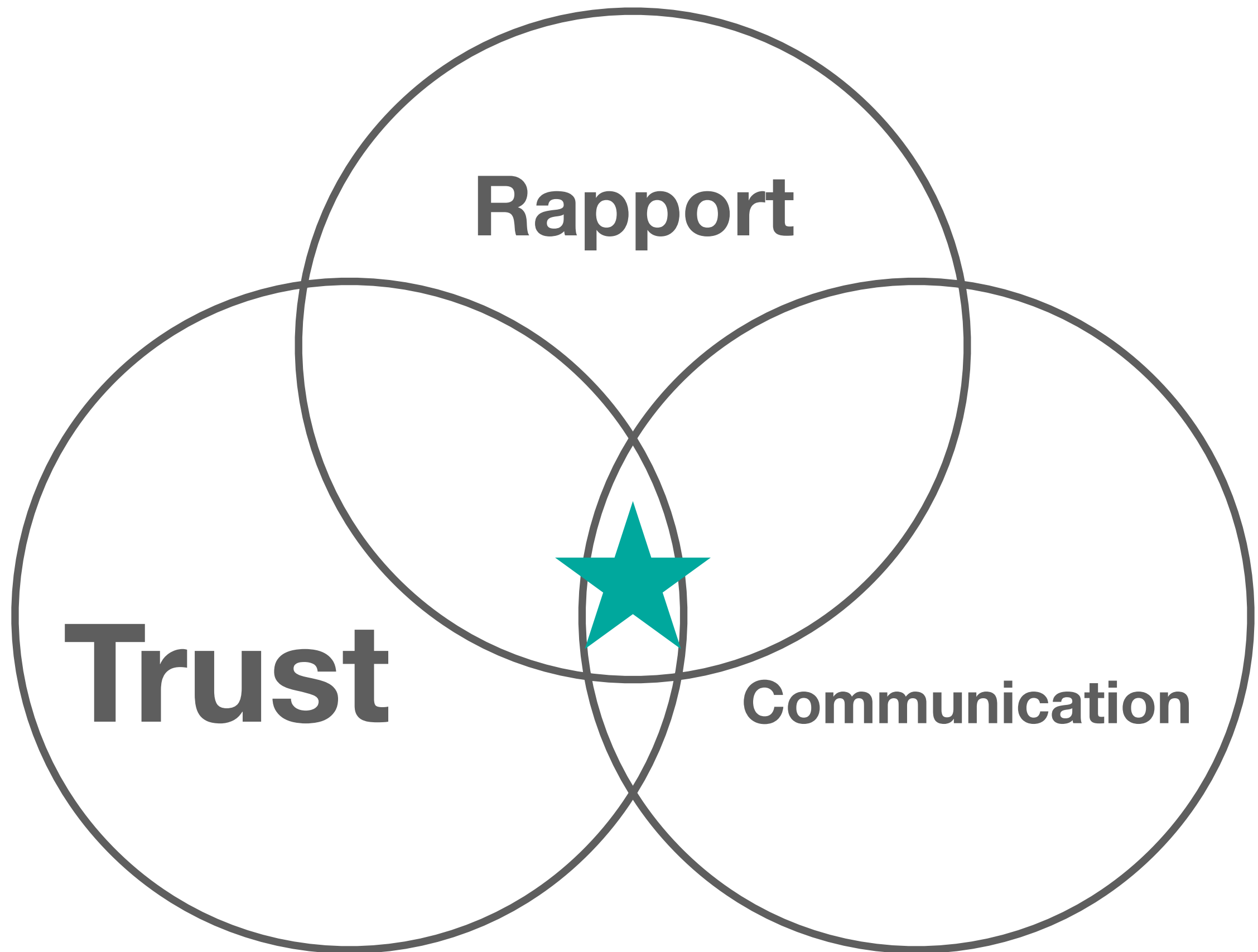
# Counseling

Your  
Core  
Message

R.B.M.



# Three Elements



# Story-based Marketing

*Based on StoryBrand.com teachings*



# MarketingMoneyPit.com

## AVOID THE MARKETING MONEY PIT

Stop wasting money on marketing  
and use this proven plan.



A hassle-free marketing plan for any business.



The 1 reason your marketing  
isn't working.



The right way to sell products  
through automated email.



Here's a 6-step marketing  
roadmap that works.



Your marketing plan made easy.



## 2. Niche Focus



# Finding a niche



**Single Practice Area**

# Better





# Best



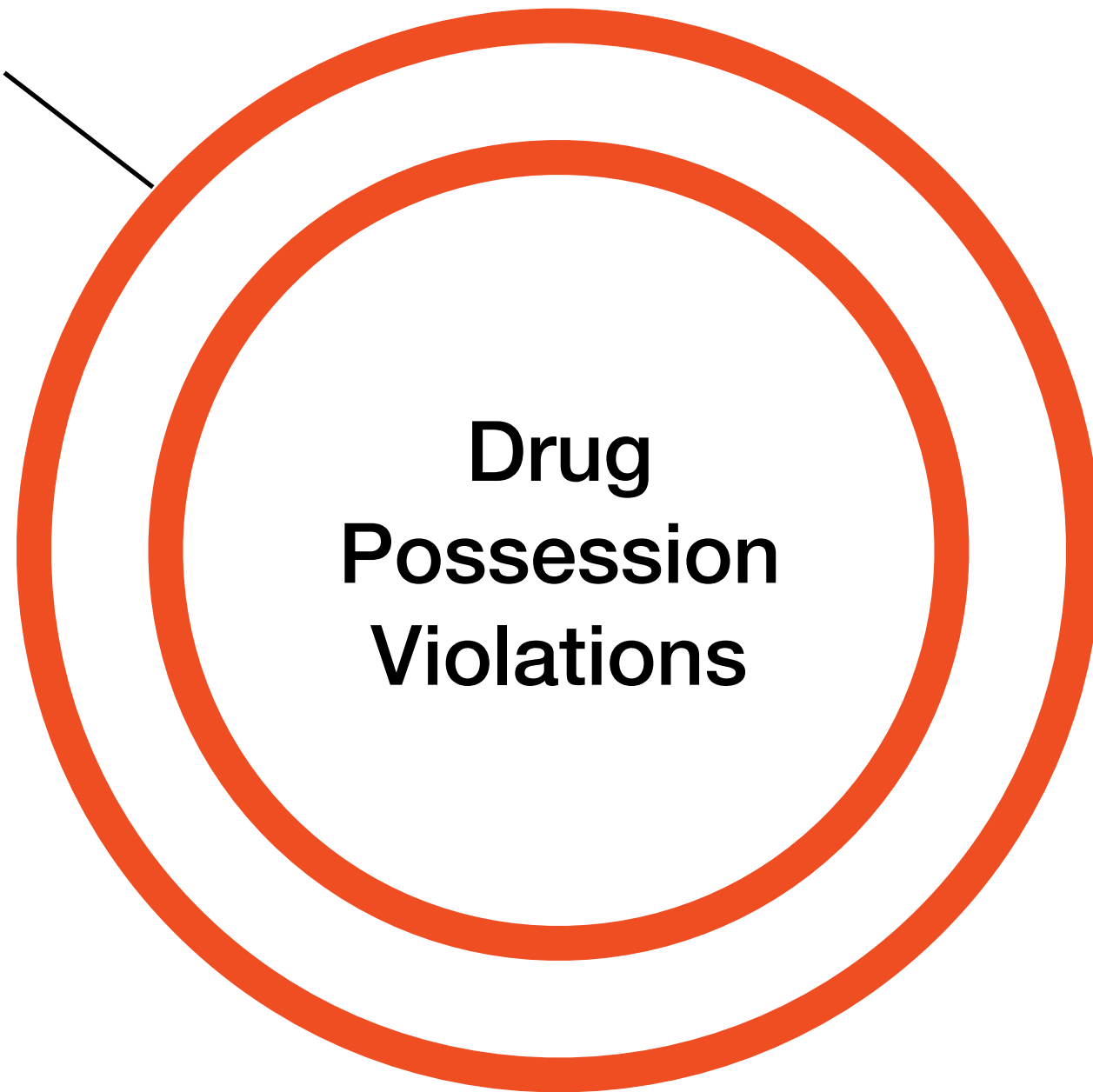
# Example



**Criminal Law**

# Better

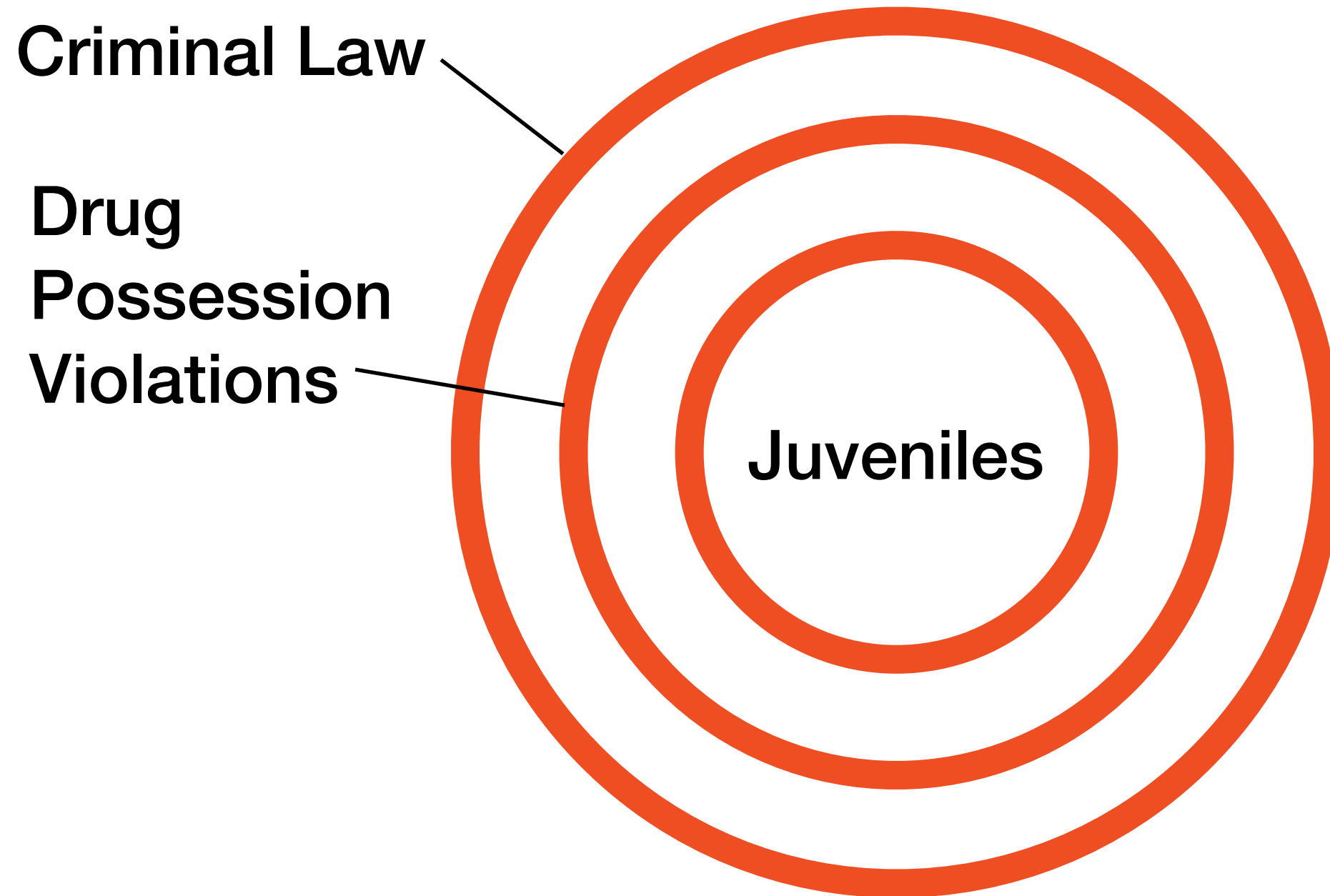
**Criminal Law**



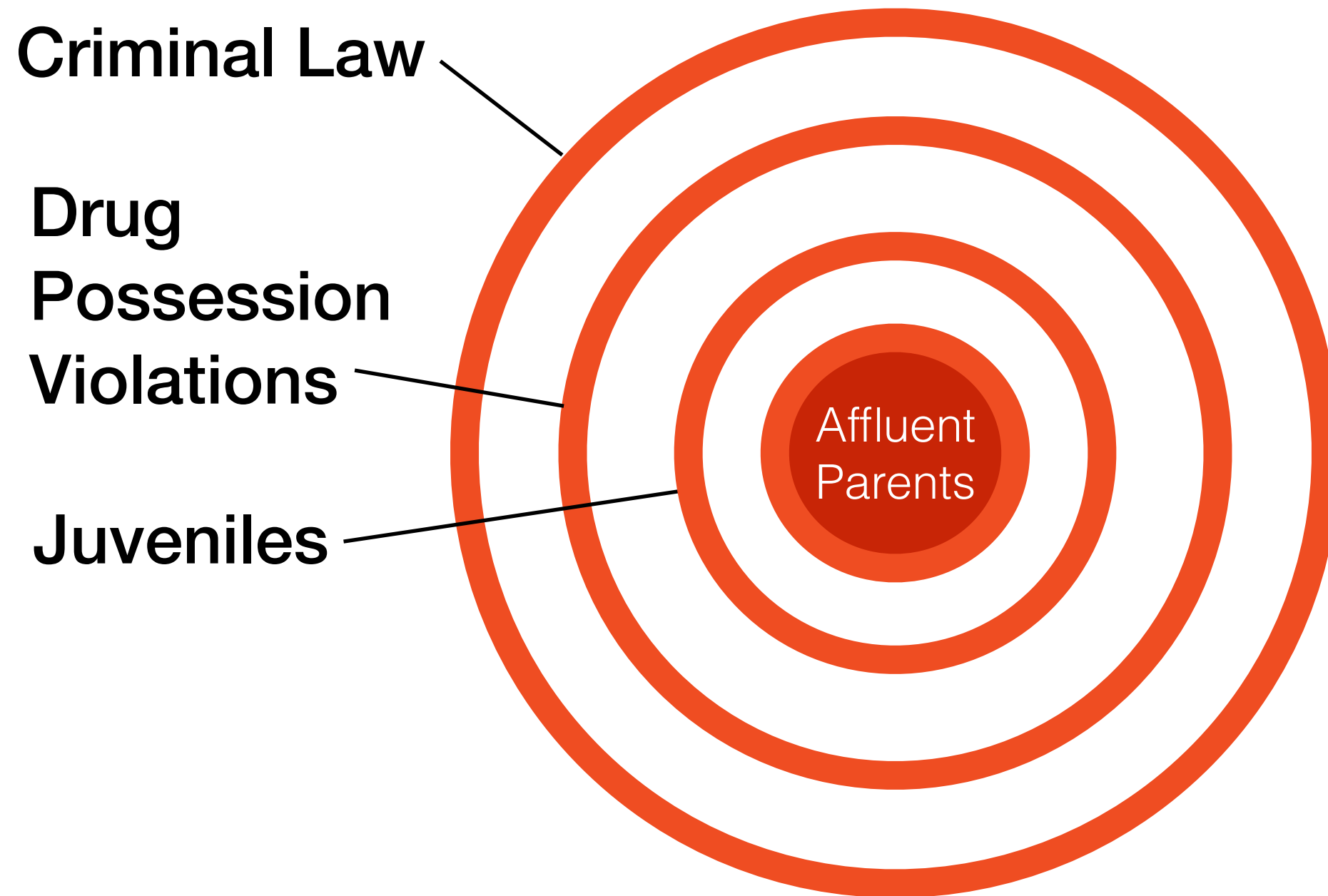
**Drug  
Possession  
Violations**



# Better



# Best



# 3. Solid Message





# So Ideal Client



# Sees your website





# And feels special





# Your message should

- ☒ **Prove you “know your stuff” (Authority)**
- ☒ **Establish rapport & show concern (Empathy)**

# Remember

People don't care  
how much you know  
until they know how  
much you care.



**Simple Website**  
**+**  
**Clear Message**



# Clarity



# Confusion





# The Magic Sentence

- Short sentence you can use to **convince people to hire you**. Works quickly and easily.
- Low-key, but **powerfully effective** (*hence “magic”*)
- Conversational, so it **sounds natural** (*not “salesy”*)
- Can be deployed in many places to improve your overall marketing.



# Based on Story Pitches

*(A/K/A “Loglines”)*

The image shows the iconic Hollywood sign, with the word "HOLLYWOOD" in large, white, block letters mounted on a hillside. The hill is covered in green vegetation and some exposed brown soil. In the background, a clear blue sky is visible, and a chain-link fence runs along the top of the hill. The sign is the central focus of the image, symbolizing the film industry.

HOLLYWOOD

# Examples

**The aging patriarch of an  
organized crime dynasty  
transfers control of his  
clandestine empire to his  
reluctant son**





# The Godfather

**A Las Vegas-set comedy  
centered around three  
groomsmen who lose their  
about to be wed buddy during  
their drunken misadventures,  
then must retrace their steps  
in order to find him.**





# HANGOVER

©2009 Warner Bros. Ent. All Rights Reserved.



# **The Magic Formula**

*(contains 3 parts)*

**1. Problem**

**2. Product/Service**

**3. Resolution**



# Example

*Using a lawyer-related situation*



# Social Security Benefits Application Form

Expenses

\$ 2,564.00  
\$ 1,556.00  
\$ 2,564.00  
\$

Other

The information given in this application form is true and correct to the best of my/our knowledge and credit responsibility. You are authorized to obtain any sources to which you may apply and each such source in response to direct enquiry. I consider appropriate, and I am aware of the consequences arising from such disclosure, and I approve.



Total income
Income
Expenses
Income
Income
Income
Income
Medical
Household
Stocks and bonds
Other
Total income
Expenses

**Most people who file  
disability claims are treated  
like they're malingering. I  
treat my clients with total  
respect, and fight relentlessly  
to get the results they truly  
deserve.**





I know what it feels like to be treated with suspicion when you're truly injured, so **I fight relentlessly to get you the full compensation that you really need and truly deserve.**

**Versus**



# SOCIAL SECURITY DISABILITY LAW

The Law Offices of Matt Greenbaum Specialize in Social Security Disability Law.

## Welcome To The Law Offices of **Matt Greenbaum**



One of the most rewarding aspects of my life is my Social Security disability law practice. Many people come to me, virtually without hope, after they have been paying into the Social Security system for years - only to be rejected by the Government for disability benefits when they become sick or severely injured. Through the protections afforded our citizens by the United States Constitution, which essentially guarantees each Social Security disability applicant the right to a due process hearing before an Administrative Law Judge, our firm has been able to prove that many applicants are entitled to their benefits. "In the nearly twenty-five years that I have been practicing law, I would like to believe that we have made an important difference in the lives of thousands of our nation's people, by winning their cases and thereby providing them with financial benefits, health insurance, and the comfort of a dignified existence. Matt Greenbaum is an attorney whose

practice features an emphasis on Social Security disability law. He currently has over 2,000 active Social Security files and has handled over 5,000 Social Security hearings. He has also handled numerous criminal and civil cases, and includes among his former clients such interesting individuals as Charles Roemer and Yoko Ono.



**Clarity attracts.**  
**Confusion repels.**

# 4. Free Advice



# Offer valuable free advice





# Arouse curiosity



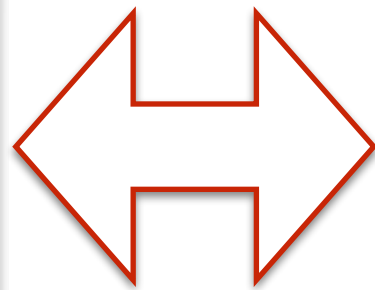
# Offer a download



# Trade report for email address



Free Report



Email Address



# Example #1

## Auto Accident Attorney

**PARKER  
LAYRISSON**  
Law Firm

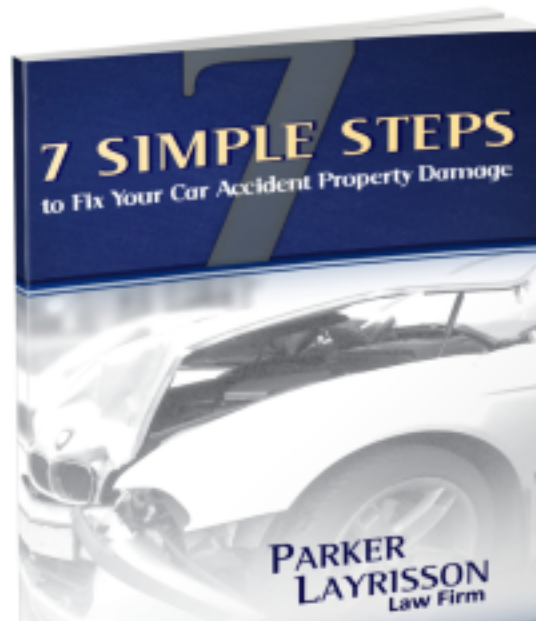
Helping Auto Accident

About

Our Team

### 7 Simple Steps to Fix Your Car Accident Damage

If your car is wrecked, you need it fixed – and fast.



Louisiana auto accident attorney and author Parker Layrisson has prepared this guide to help you avoid the hassles that come with getting your vehicle damage fixed after a car wreck. Topics include:

- Properly Documenting the Damage
- Recording All Information and Obtaining a Police Report
- Notifying the Insurance Company of Claim

# Example #2

## Personal Injury: Specialized

FREE REPORT

---

24 QUESTIONS YOU NEED TO ASK  
**BEFORE HIRING**  
A LEGIONNAIRES' DISEASE ATTORNEY

---

DOWNLOAD NOW ►

---

### 24 QUESTIONS YOU NEED TO ASK BEFORE HIRING

---

A LEGIONNAIRES' DISEASE ATTORNEY

*What You Need to Know BEFORE Retaining an  
Attorney in a Legionnaires' Disease Lawsuit...*

*How to KNOW if you're getting EXPERIENCED  
legal representation for your Legionnaires' case...*

A COMPLETE GUIDE BY ATTORNEY JOHNNY DENENEA

# Example #3

## Small Business Attorney



PHILOSOPHY

ATTORNEY BIO

EFFICIENT. RESPONSIVE. TRANSPARENT.

### Louisiana Small Business Attorney

Andrew Legrand



Some people say New Orleans doesn't have four seasons, but Andrew begs to differ. He loves eating and dancing at spring music festivals. During the summer, he enjoys strapping his canoe to his Wrangler and finding a river adventure. He's cheering for the Saints and Gators each fall. He's a wimp when it comes to cold weather, so he prefers to stay inside and brew gumbo. Through it all, he loves ultimate frisbee and biking. He's often wondered whether it would be feasible to bike in a suit.

Andrew studied sport management at the University of Florida, and enjoyed classes on financing public stadiums, sport law, and the management of sport franchises. That interest led Andrew to investigate a career as a sport agent, and once he learned that a law degree would further that

idea, he applied to Loyola Law School.



#### 5 BUSINESS KILLING MISTAKES

Want to grow your business into a thriving enterprise?  
Here's our top 5 mistakes to avoid.

##### 1. NOT PURCHASING THE PROPER INSURANCE POLICIES

Insurance is a business' best defense when disputes leads to litigation. Defending a lawsuit, even a frivolous one, requires significant resources. Having the right policies means the insurance company will pay that bill.

###### QUICK ADVICE.

General Commercial Liability Insurance is a must, but ask an insurance provider about additional policies. Here's a few questions to ask: Does the business hire employees? Do those employees drive company vehicles? What if an employee claims discrimination? Buy as much insurance as the business can afford.

##### 2. PAYING WORKERS AS 1099 INDEPENDENT CONTRACTORS AND NOT W-2 EMPLOYEES

Paying workers as 1099 independent contractors is much easier than paying workers as W2 employees. Just write a check and ignore the headache of payroll, right? Employees must also be covered by workers compensation, unemployment insurance, and the business must pay half of the federal employment taxes for social security and medicare. It's definitely easier to multiply the number of hours by an hourly rate and write a check.

Unfortunately, businesses generally do not decide how those workers are paid. The IRS and each state have tests to determine a worker's classification. In most cases, the issue is the level of control the employer has over the worker. The more control, the more likely it is that the worker is an employee. Workers are a well-protected group, and this mistake can open a huge can of worms.

###### QUICK ADVICE.

When in doubt, find out if your state offers a test to determine worker classification. Louisiana's Assessment Tool is here <http://www.laworks.net/UnemploymentInsurance/MisclassEmployer.asp>.

##### 3. KEEPING SHODDY ACCOUNTING RECORDS AND/OR NOT WORKING WITH AN ACCOUNTANT

Every business needs an accounting system and an accountant. Period, end of story. Without one, it's impossible to track the performance of the business. Without accurate balance sheets, profit and loss, or cash flow statements, it's much harder to secure a loan, attract outside investors, or sell the business. Furthermore, proving lost profits in a lawsuit is nearly impossible without financial evidence.

Shoddy records also makes it harder to accurately pay taxes, which leads us to our next mistake...

##### 4. NOT PAYING THE PROPER AMOUNT OF TAXES

This is a biggie, and usually stems from the failure to keep accurate accounting records. It can be a double-whammy if the mistake isn't noticed until it's time to sell the business or in an audit.

###### QUICK ADVICE.

Work with a professional bookkeeper, and have a CPA review your books and accounts at least once a year.

##### 5. FAILING TO PLAN FOR AN EXIT

Any business relationship should start with the end in mind. Regardless of how the exit happens, leaving a business is inevitable. Exit planning generally involves working with a team of experts, including an attorney, accountant, insurance advisor, and financial planner. Without any sort of exit procedures in a partnership agreement, an unhappy partner is usually left with either forfeiting the business or pursuing litigation.

EFFICIENT. RESPONSIVE. TRANSPARENT.

[speralaw.com](http://speralaw.com) | phone: (504) 300-9938 | fax: (504) 684-8505 | [attorneys@speralaw.com](mailto:attorneys@speralaw.com)



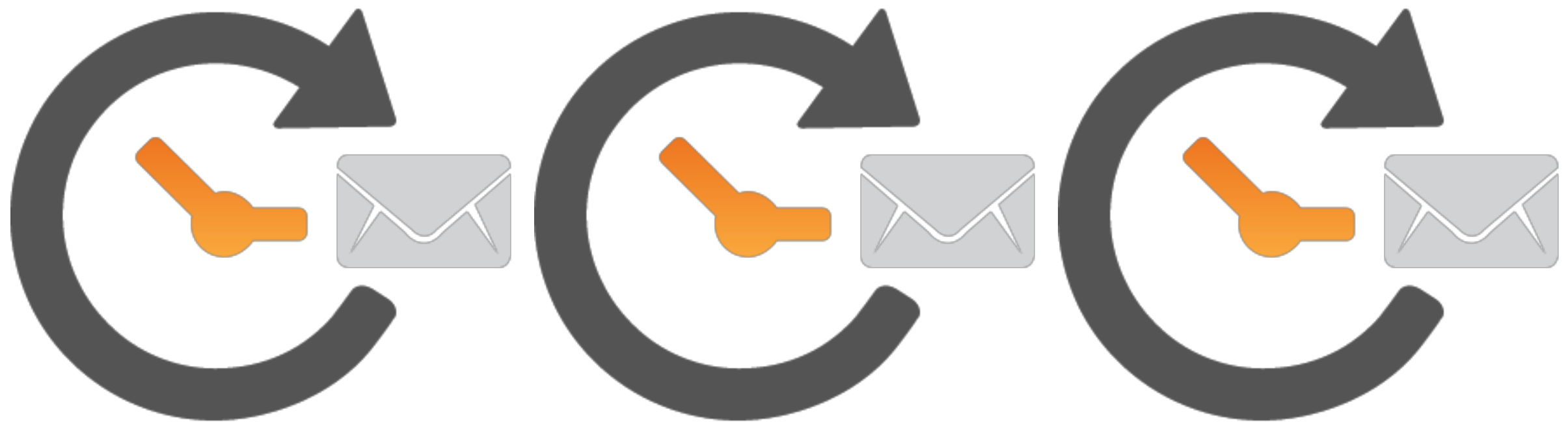
*They get the “Free Report”  
....so now what?*

# Email Followup



*personalized, empathetic, sincere*

# 5. Email Autoresponder





# Personalized response #1

Hey Thomas,

Thanks for checking out my website about Legionnaire's Disease liability.

I put the site up so folks interested in issues related to Legionnaire's Disease can easily get some solid, practical information (without any cost). I hope what you found on the site was helpful in some way.

# Personalized response #2

**Subject Line:** “Helpful information re legal issues in divorce...”

Hey [FIRST NAME],

Thanks for checking out my law firm’s website about divorce issues.

I put the site up to give folks some solid, practical information (without any cost). I hope what you found on the site was helpful in some way.

# Response (continued)

...

Please don't be shy about calling me if you have any more questions or concerns.

My goal is to help you get the answers you need, quickly and without a lot of hassle.

My phone number is: \_\_\_\_\_.

And if I don't get back to you immediately, remember I'm in court a lot, or busy working on my clients' cases in other ways, so be patient and know that I WILL get back to you promptly!



# Response (continued)

Best wishes,

Ryan

P.S. I'm not sure where you are in the process of getting divorced, and maybe you're still trying to work things out, which would be the best thing to do if that's possible. But if you are sure you are headed for divorce, then I have some advice for you about Facebook and social media that is incredibly important.

I'll send you some more information about that tomorrow, by email. So look for that email, if you think my advice will be helpful.

# You've made them feel special



# Regulated?



# Highly Unlikely

I know of no regulations that would prohibit using that email collection technique. As long as it is not false or misleading....”



**Dane Ciolino**

Professor, Loyola Law School

Website: [LaLegalEthics.org](http://LaLegalEthics.org)





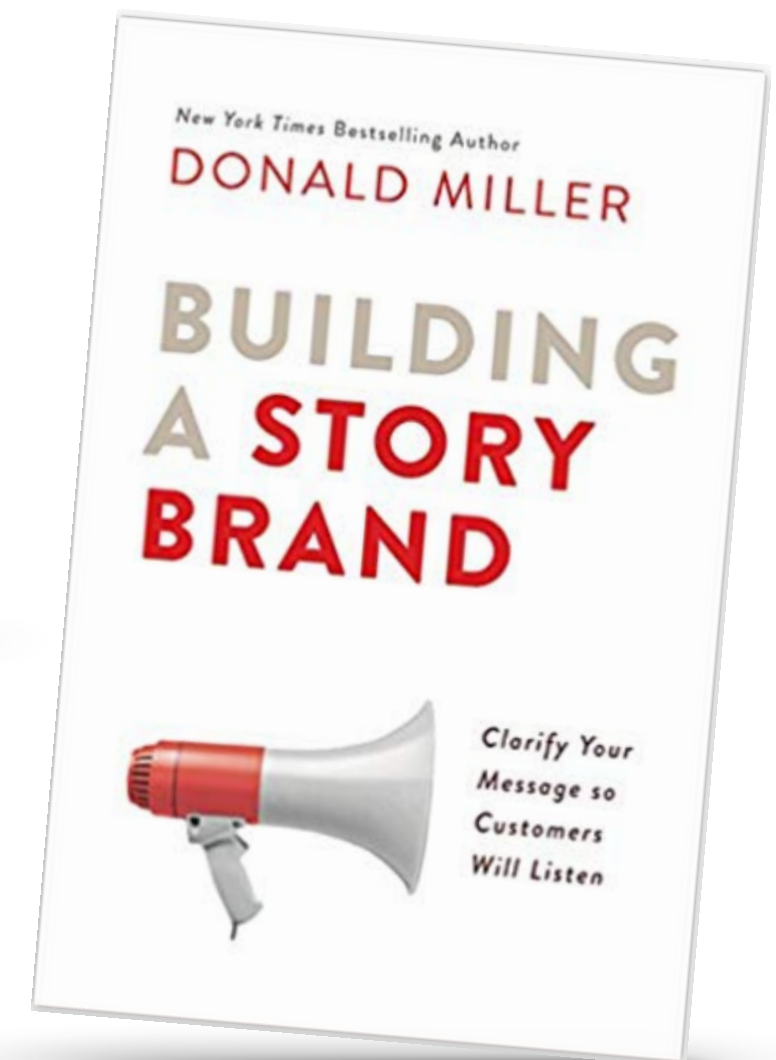
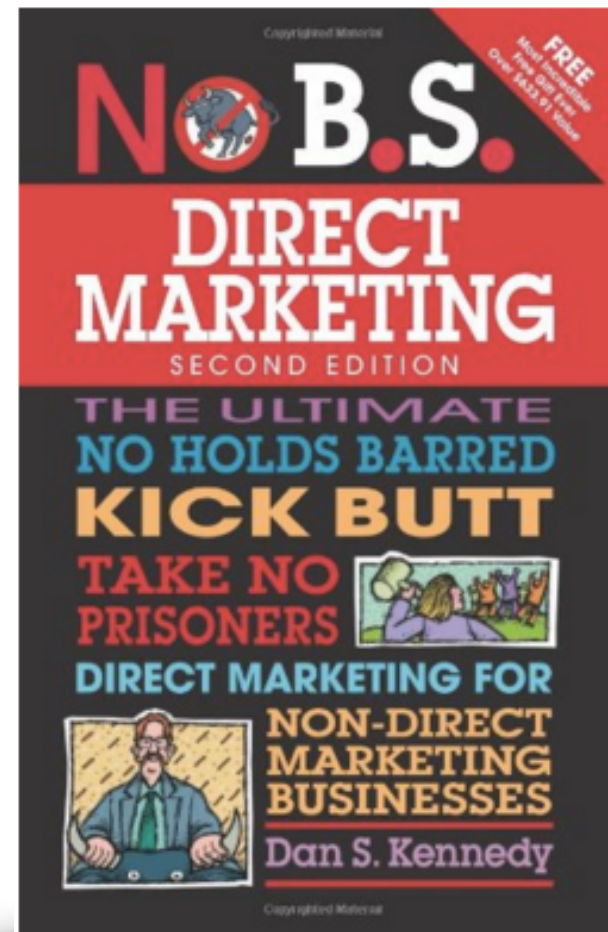
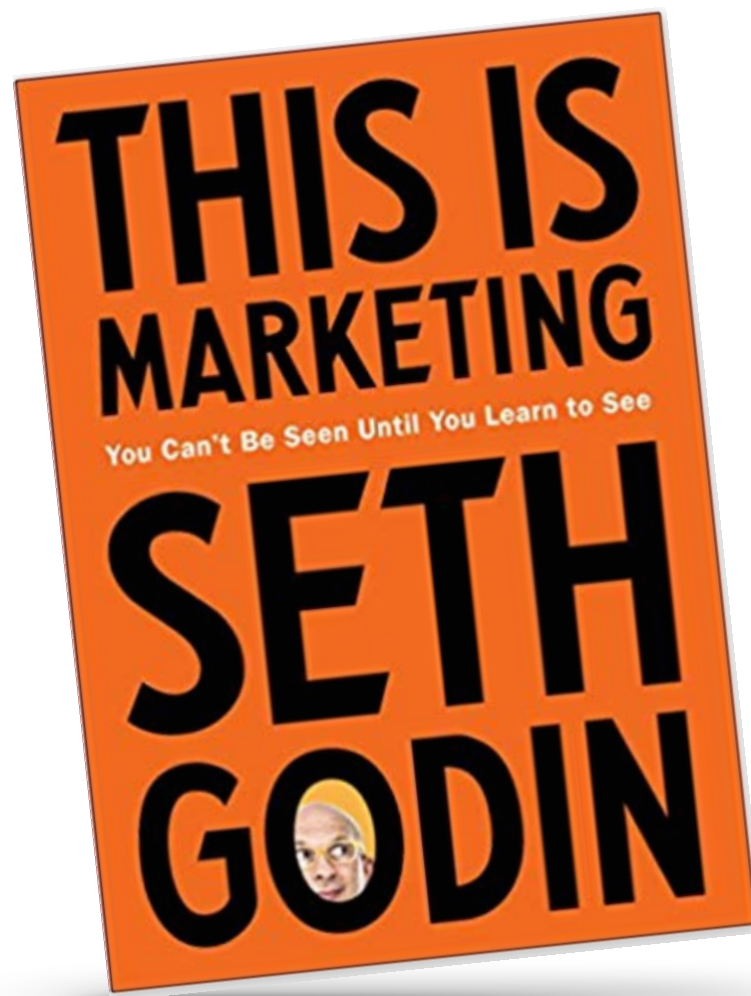
# Summary



# Key Takeaways

- **Focus on one type of client**
- **Create a compelling story: long & short versions**
- **On your website: build rapport, and then trust by demonstrating empathy**
- **Offer valuable download (*free advice*) with automated follow-up emails**

# Great Marketing Books



# Got any questions?



[erniethelattorney.net/san-diego](http://erniethelattorney.net/san-diego)



# If you want assistance





# Helping lawyers work less and earn more...

Most solo and small firm lawyers are overworked, underpaid, and under appreciated. So I teach them *powerful strategies and systems* so they can create *dream practices* that are easier to manage, more profitable, and *much more fulfilling*.

First, I provide a battle-tested **strategic blueprint** designed to transform any kind of practice into a smooth-running profit-generating machine. Then, I provide **ongoing coaching** so they can keep steadily improving week by week.

[SPEAKING ENGAGEMENTS](#)

[WHO AM I](#)



Get My Ultimate Lawyers' Technology Toolkit

[CLICK HERE AND I'LL SHARE.](#)

COURSE

## Starting a New Law Firm

How To Create A Smooth-Running, Profitable Practice From Scratch

TAUGHT BY ERNIE SVENSON

[FREE PREVIEW](#) →

COURSE

## LawFirm Autopilot

Work smarter, not harder, using proven systems and automation

TAUGHT BY ERNIE SVENSON

[FREE PREVIEW](#) →

COURSE

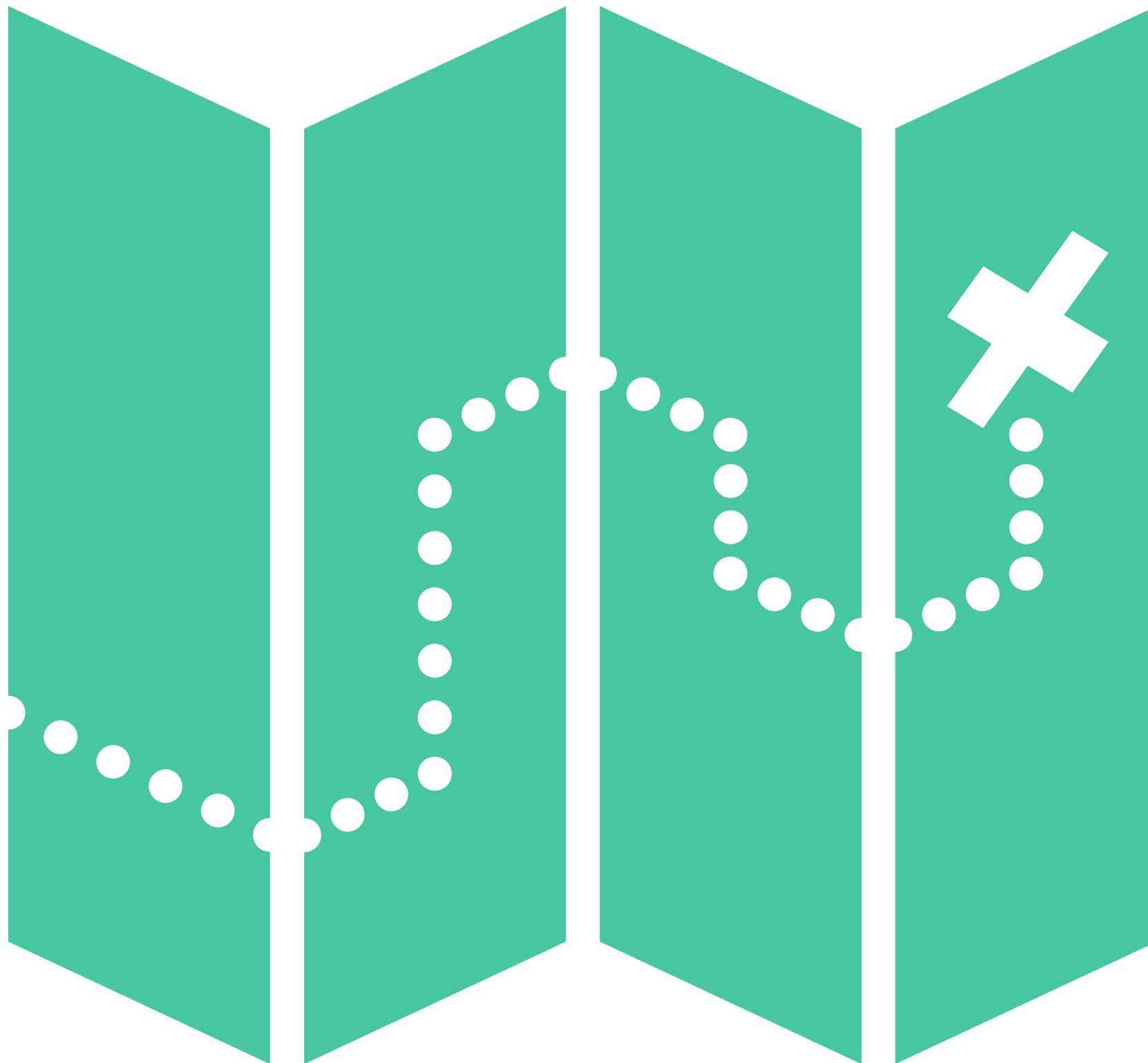
## Law Firm Co-Pilot Membership

Get expert help to keep your practice growing steadily and smoothly

WITH ERNIE SVENSON

[FREE PREVIEW](#) →

# A Proven Roadmap





# LAWFIRM AUTOPILOT SUCCESS BLUEPRINT



Envision *Your* Ideal Law Firm



Create Your Success Plan  
and Get Help to Implement it



Streamline Your Operations Using  
Systems, Automation & Outsourcing



Market Your Practice By Building  
Trust Thoughtfully & Strategically



# The Strategic Blueprint

## LawFirm Autopilot









Earn More, Work Less, Avoid the Office | taught by Ernie Svenson

Free Preview

Join Now

### Free Trial

03:35

A Solo Lawyer's Perspective on the Value of Technology	FREE PREVIEW	
Ernie's Perspective	FREE PREVIEW	
Overview of Course	FREE PREVIEW	
Quick Survey Question	FREE PREVIEW	
Common tech frustrations experienced by lawyers	FREE PREVIEW	
Why lawyers struggle (unnecessarily) in using technology	FREE PREVIEW	
The Strategic Blueprint for a Profitable, Smooth-Running Law Firm	FREE PREVIEW	
Which Lawyer Are You?	FREE PREVIEW	

# Ongoing Assistance

## Law Firm Co-Pilot Membership

A Monthly Membership | taught by Ernie Svenson

Free Preview

**Join Today**

### Monthly Coaching

Overview of Systems - Jan 10, 2019



Visual Persuasion - Nov 15, 2018



Password Management - Nov 8, 2018



Technology to Protect and Grow Your Practice - Nov 29, 2018



Annihilate AR Balances Without Feeling Like A Collections Agency - Dec 6, 2018





# 100% Risk Free





# Decision Time





# Which path to choose?



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