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If There Was a Way to Become the #1 Law Firm in Your Community, Would You Want to Know About It?

Learn breakthrough referral tactics, brand new marketing developments, and cutting-edge lead capture opportunities to make your law practice more profitable (and more fun!) than ever before at this year's GLM Summit.

Tom Foster will be on stage speaking about REAL internet success stories and what they did so don't miss it! Register now at GLMsummit.com.

The Perils of "Commodity Marketing"

by Tom Foster, Founder and CEO at Foster Web Marketing



Don't be seduced by the manipulations of cheaper, faster, better, grass-is-greener, vanity-based promotions.

Just like lawyering, marketing is not a transactional process. These fields are very similar in that if there is no relationship, no trust, or no true partnership, they are almost bound to fail. The perils of "commodity marketing" are very similar to the perils of "commodity lawyering."

What do I mean by that? As an attorney, you must ensure that you are partnering with your client so that TOGETHER you can achieve the results you both are looking for. *Lawyers need to know the facts to win on behalf of the client.*

To be the very best advocate for your clients you need **communication** with them, to be able to **work together** in an environment of **trust and a common belief**, and **commitment to what needs to be done**. It only works if everyone is on the same page.

Working closely with a client is really the only way to ensure a successful outcome. Sure, defeat in some cases is inevitable, but your chances of success are infinitely better if you are able to truly partner with your client.

The same is true for commodity marketing. There is no partnership in commodity marketing, just transactional shortcuts that will ultimately leave you burned. These are the companies solely focused on things like Google page-one results for your vanity keywords, a flashy design that ignores user engagement, pay-per-click, and a "lemmings" attitude. You cannot commoditize marketing because truly successful marketing is based on the actual *brand*, and the details matter about the brand you are attempting to market—**much as understanding the facts and background of a case matters.**

As a lifelong marketer for some very successful lawyers, I know that I need to understand our clients' brands, what they stand for, why they have been hired in the past, their strengths and weaknesses...their uniqueness. Smart marketers know that it is their uniqueness that attracts their "best and most favorite" clients.

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What Does Success **REALLY** Look Like?

by Tom Foster, Founder and CEO at Foster Web Marketing

I'm often surprised to hear the different definitions of "success." Many people are misled by marketing companies who define success as "10 New Leads in 10 Days!" or "Guaranteed First Page Results!" I've talked to attorneys who believe "getting it done cheaper" is a win, or simply launching a new website with a new company (and never tracking its effectiveness) is cause for celebration.

Of course, there is a huge sense of satisfaction in the quick-wins and checking things off your list; I am a big believer in making lists and checking off to-dos. But are they really making you successful, or are they ultimately meaningless? How can you find out if they're actually doing you any good, or just giving you instant gratification with no long-term benefits? If your definition of success is getting a ton of website traffic from a pay-per-click campaign, you are selling yourself way too short!

Being truly successful requires more than a string of small victories; it requires an indelible commitment to your own "why I do what I do."

(The inspiration for this came from an amazing book: *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek. A friend of mine recommended it to me and I'm so glad she did!)

Why to Start With Why

Your "why" is the reason you do what you do. Why did you become an attorney? Is it to help people who can't help themselves? Is it because you can empathize with people who are hurting or in trouble? Is it to prove the doubtful wrong? Is it to have a beautiful vacation home? Be honest with yourself: it's your life, and you get to decide what you want from it! Many attorneys became attorneys for all of these reasons. Your *why* should not only drive everything you do for your law firm, but it should be the bar you reach for when you think of success.

People are drawn to your *why*. If your goals align with their goals, they will feel a connection. Does your marketing reflect the type of person you are? Is your bio page really about you and your why, or is it a list of awards and credentials? While those accolades may help to boost confidence in your abilities, your clients *really* need to know they can relate to you and

trust you. As an attorney, you often see people in some of their most vulnerable moments and part of your job is trying to make them feel as secure as possible. If your users can't see that empathy and understanding, no amount of awards will make them feel comfortable enough to work with you.

Your marketing needs to reflect your why. We are all about educational marketing—it's great to send out informative newsletters and to answer frequently asked questions on your website, but it's your *why* that will inspire someone to place his future in your hands.

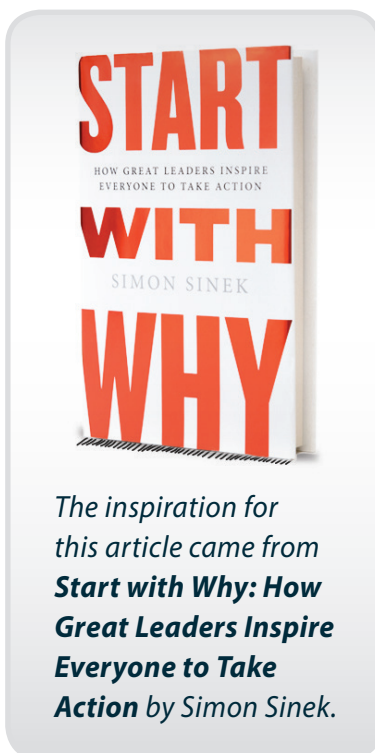
Reevaluating Success

If your why is anything like the "whys" laid out above, then a PPC campaign is only successful if it brings in a client that you can truly help through a tough time, and will ultimately help to fund your dream vacation home (or whatever you really want from life). Of course not every victory needs to complete your why entirely, but to be considered a success, it needs to bring you closer. Launching a new website can

absolutely be a reason to celebrate, as long as you understand that this is **just the first step** towards success.

So what does success *really* look like? It looks like progress. It looks like taking strides towards the life you've always imagined for yourself. It looks like people who are working hard to live comfortably, or spend more time with their family, or retire early. Success looks like people who understand the value of their effort, commitment, and hard work.

For Foster Web Marketing, success is seeing others succeed because of our efforts. We are a team of tough, committed, creative individuals who love to transform businesses and inspire a better life. We are successful because we don't take shortcuts. And we are all thrilled to be part of this successful team. 🌐



*The inspiration for this article came from **Start with Why: How Great Leaders Inspire Everyone to Take Action** by Simon Sinek.*



SUCCESS STORIES

We love to celebrate our clients' victories—these attorneys work arduously to provide their clients' with the best results, and we couldn't be happier for their victories. Learn about some of the most recent cases our clients have won and the marketing strategies that helped them to achieve such notable success.



Kenny Berger recently won a million dollar case for DB, a six-year-old boy who was seriously injured at daycare.

referred to as “DB,” had suffered from a strangulation injury which led to a brain injury. Kenny fought the insurance company who claimed DB’s unprovoked aggression and inattention were normal behavioral patterns for a boy his age, despite the fact that DB was falling down three or four times a day and neurophysiological testing confirmed the brain injury.

“Long after the procedural details are forgotten, and many years after the attorney’s fee is spent, I will remember that little boy saying, ‘Thank you, Mr. Kenny.’ While he may have thanked me for being his lawyer and his buddy, I thank him for helping me realize my dream of seeking justice for the innocent.”

—Attorney Kenny Berger

Kenny Berger Wins \$1 Million in Daycare Injury Case

South Carolina Attorney Kenny Berger continually blows us away with his positive attitude, intellect, and unwavering dedication to his clients. He recently won a million dollar case for a six-year-old boy who was seriously injured at daycare. The boy,

What’s more, Kenny remains humble and grateful through all of his success. He never fails to give credit to everyone involved—from his legal partners, to DB’s parents, to the doctors who treated DB.



Tom Foster and Ben Glass at the Great Legal Marketing Summit. Ben recently won \$1.8 million for his client in a botched gallbladder surgery case.

finds time to *also* run an incredibly successful law practice in Fairfax, Virginia. Like I said, “A force to be reckoned with...”

Ben’s law practice is so successful that he recently won \$1.8 million for his client in a botched gallbladder surgery case. The client underwent a gallbladder removal surgery. In the process, the surgeon cut the wrong duct and destroyed the client’s biliary system. When she complained of severe pain and discomfort, the nurse told her not to worry and changed the client’s prescription without consulting the surgeon. This made things even worse, and the client ended up back in a different hospital from complications.

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Ben Glass Wins \$1.8 Million in Medical Malpractice Case

Ben Glass is a force to be reckoned with. Not only is he the father of nine—yes, NINE—children, but he also runs Great Legal Marketing, which teaches solo and small-practice law firms how to effectively market their practices, and somehow



Want to be the next success story? Join us at the Great Legal Marketing Summit, October 21–22 in Arlington, VA. Register now at GLMsummit.com before seats fill up!

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The Perils of “Commodity Marketing”

Conversely, *you need to trust your marketing team* to know the ins and outs of your brand: your goals, your current strategies, what’s working, what’s not, numbers, data, facts, etc. The best results come from lawyers and marketing partners working together, and that can only happen when there is TRUST. You need to trust your marketing advocate in order to make sure the money you are spending on marketing is being used in the best possible way. That best possible way is **never** TV ads that sound like everyone else’s, billboard ads that look like everyone else’s, pay-per-click that competes with everyone else, and buying leads that everyone is buying;

these commodity marketing strategies will give you quick, unsustainable results that will only leave you burned in the long run.

Commodity marketing strategies will give you quick, unsustainable results that will only leave you burned in the long run.

You can think of it like this: “commodity lawyering” gets marginally successful results at best. It’s not a way to get job satisfaction, because you will never look for (or achieve) anything better than adequacy on behalf of your clients. Was “adequacy” what you were hoping for after all those years in law school?

That’s not the way we work with *our* clients, either. Everything we do is based on the uniqueness of the client and *that’s the only way to create and grow a brand for long-term growth and stability.*

Marketing isn’t a commodity, just as lawyering isn’t. Don’t fall into the trap of thinking that marketing is that easy or that shortcuts are effective. Just like lawyers need to examine, research, strategize, and TRUST their client before they can “take on the case,” you need to build the same relationship with your marketing company. 🌐



What you do—or don’t do—with your website and entire internet marketing plan is either causing amazing growth or killing your business. Which is it? Find out at fwmanalysis.com.

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Success Stories

“This case came to us when the client’s husband downloaded our free medical malpractice book offer and started receiving our drip campaign sequence. The client didn’t actually reach out until about 100 days after the botched surgery—that’s why drip campaigns are so important; prospective clients are almost always doing initial research before they actually reach out, and the sequence reminds them that YOU are the lawyer they want to work with.”

—Attorney Ben Glass

You can hear more about how Ben actually tried the case, the steps he took,

and the tactics he used to win in our podcast interview at podcast.fosterwebmarketing.com!

Want to Be the Next Success Story? Join Us at the 2016 Great Legal Marketing Summit

Despite the rise of commodity marketing services like LegalZoom and Rocket Lawyer, **you can still be the dominant firm in your market.** The Great Legal Marketing Summit teaches attorneys the strategies to consistently generate more of the clients and cases they actually want. Stop relying on PPC and ad space to attract the right kind of clients—there will

always be someone willing to spend more on the right keywords, and website traffic *does not* equal cases! The Summit will give you the tools to:

- Get clients committed to YOU before they ever step foot in your office.
- Turn past clients into future revenue through more referrals than ever before.
- Eliminate price resistance for good.

AND you will walk away with a set of fully mapped-out marketing campaigns.

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