

How to Make Your Website a Client-Generating Machine







WITHOUT SPENDING

\$1

ON ADVERTISING



I Know That Your Biggest Frustrations Are:

- Attracting your perfect clients, the right ones for your firm
- Getting the cases you want, instead of your competitors getting them
- Constantly throwing away money on marketing that doesn't work
- Wasting time trying to organize your marketing systems
- Feeling scammed by “SEO Gurus” like me



I Know That You Want and Need:

- You want MORE and BETTER leads without paying more.
- You want to be seen as experts in your field so you can attract the clients YOU WANT to help.
- You want to get your TIME BACK and do the things you want.
- You NEED a proven all-in-one marketing system.
- You need a trusted partner to achieve your goals.



HELLO!

I am Tom Foster
tom@fosterwebmarketing.com

Search Items by Keyword

Select Client

www.hupy.com - 290

Dashboard

Visit Google™ Analytics

Settings

LEADS

By Date

By Offer Form

Blocked Emails

Lead Type Setting

Lead Source Setting

Lead Action Setting

Lead Tag Setting

EMAIL PERFORMANCE

Campaigns, Newsletters & Blasts

CONTENT TRACKING

Full Site Content Export

Leads & Reports



FOSTER WEB MARKETING

VIEW SITE

2.03%

Conversion Rate

Change (Previous 30 Days)

ADJUSTED BY LEADS/SESSIONS

Most Viewed

Page

/ (Ho

/faqs

/faqs

/libra

/bio

/faqs/what-are-some-ways-i-...

/contact.cfm

613

544

83.09%

00:05:00

1

571

153

52.29%

00:02:37

42

Last 30 Days

Leads

Actions

17

0

0

0

0

1

42



**You Don't Need To
Figure This Out For
Yourself...**

**We Already Have The
Winning Formula!**





It's Time To Stop:

- Worrying about how much money you're spending without results
- Spending your nights and weekends working on complicated website marketing systems
- Attracting ALL the wrong clients you DON'T want
- Losing the BEST cases to your competitors!



Build A Thriving Practice

Time to stop



STOP wasting All Your Time and Money on
Marketing Systems That Don't Work...



Build A Thriving Practice

**You Need a Marketing System That
Attracts The Clients You Want Without
Spending **MORE BAD MONEY** on
Advertising!**

We Understand...

For over 25 years, we have helped 1000s of lawyers - from small firms to large powerhouses - grow their businesses, attract their perfect clients, and make more money.





Build A Thriving Practice

GREAT NEWS!
Clients Are Out There Right Now
Looking For You.



How Do They Find You?

Search...



SOCIAL MEDIA



FOSTER BY BAYLOR

THE CAPTAIN'S LOG
EXPLORING THE FUTURE FRONTIER OF MARKETING

STUDENT 2022
MARCUS L. SMITH

My REALITY CHECK

By Marcus L. Smith, CEO

Every year about then, you need reality check to remind you who you are and what your purpose is. Recently my reality check came when someone referred to me as "the marketing guy" or "the marketer." They didn't say it with any disdain, it was just an unprovoked reaction based on past job experience. I can be the greatest but I still completely reevaluate myself.

This person was not a client, not a thought leader, but would be considered an excellent marketing partner if they only worked with me.

Add this to the mix... You're a digital marketer, software, and no marketing budget. You're a digital marketer, but you're not a digital marketer. You're a digital marketer, but you're not a digital marketer. You're a digital marketer, but you're not a digital marketer.

It's time to re-evaluate your marketing strategy. You're a digital marketer, but you're not a digital marketer. You're a digital marketer, but you're not a digital marketer. You're a digital marketer, but you're not a digital marketer.

...and if you're currently in marketing, you need to be honest about it. Stop trying to be a marketer.

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Build A Thriving Practice

STOP LOSING CLIENTS!





Get The Law Firm You Deserve

- Finally, attract the clients you want.
- Spend more time on being a lawyer.
- Make more money in less time.
- Take your business to the next level.



“

I'm doing exactly every day what I want to do...I'm loving my life now.

John Griffith



Looking To Scale

John Griffith, Trial Lawyer
Franklin, TN

- Wanted to scale his business
- Desired a better way to build attorney referral relationships
- Focused on building a work-life balance for his family, namely, his young children.



John Griffith
Founding Attorney



GriffithLaw

256 Seaboard Ln Ste E106
Franklin, TN 37067

615-823-8233



Marketing That Does Not Work

- Advertised in a magazine and didn't get a single call
- Took him years to write "his book"
- Used ineffective local SEO companies



Attracting The Best Cases

- Joined Foster Web Marketing in 2015
- Learned how to write in his own voice
- Worked with FWM to polish his video content
- Built a highly dynamic attorney referral marketing campaign **(where he gets great leads)**
- Clarified his message and attracts his perfect client, fully vetted by other attorneys



Time For What's Important

Now he has time for his family, his farm, and all his hobbies...





Looking To Grow & Expand

Edward Littlejohn Jr., Owner

Littlejohn Law - The Real Estate and Probate Law Firm

Wintersville, OH

- Wanted to build the #1 business
- Understood life would be better in general if he could market his business better
- Disciplined to learn the keys of marketing and apply them



Edward L. Littlejohn
Owner & Attorney

Littlejohn Law, LLC

352 Main St.

Wintersville, OH 43953

740-346-2899



Building Better Conversions

- Started with Ben Glass's 10 Steps of Marketing book
- Joined Foster Web Marketing
- Worked with FWM to refine his perfect client
- Designed high-converting offers
- Built automated marketing campaigns within DSS to speak directly to the needs of his perfect clients
- Worked his list through direct mail and the use of newsletters



Helping Others In Success

Edward has successfully grown his business by applying his martial arts teaching of Discipline and Respect, which is also something that sets him apart from other attorneys.

LITTLEJOHN LAW
EXCELLENCE COMES STANDARD

Email Us Today
Office@littlejohnlawllc.com

HOME HOW WE CAN HELP YOU ABOUT US CLIENT REVIEWS RESULTS FREE RESOURCES CONTACT US

The Real Estate and Probate Law Firm
Build It, Protect It, Preserve It.
No matter what IT is to you.

Overall Rating
4.67 ★★★★★
Read our 86 reviews



Aspiring To Build Online Reputation

Kevin McManus
Personal Injury Attorney
Kansas City, MO

- Driven to build his own thriving practice and not work for another firm
- Wanted to focus on being a lawyer, not a marketer
- Truly cares for his community and his clients
- Strives to build a fulfilling professional environment for his team



Kevin J. McManus
Attorney

Law Office of Kevin J.
McManus

1100 Main St #2620
Kansas City, MO 64105

816-203-0143



Loss Of Control

- PPC was running without his knowledge
- There was no monitoring
- Canceled PPC and focused on organic traffic to attract better leads at a significantly lower cost



Building His Strategy

- Started his own firm after working for larger firms
- Joined Foster Web Marketing in 2018
- Started with the coaching team and moved on to services
- Uses a people-first approach in social media to build engagement
- Has support from FWM and an in-house marketing team



Becoming The Expert

- Honored as a Top 100 Civil Plaintiff Trial Lawyer in the State of Missouri by the National Trial Lawyers Association
- Named “Best of the Bar” by Kansas City Business Journal
- Recognized by Super Lawyers Magazine as a “Rising Star”





Looking For A Better System

Michael Monteforte Jr.
Estate Planner
Woburn, MA

- Wanted to attract BETTER clients
- Focused on helping people in his community
- Needed a better way to market and still have time to spend with his family



Michael Monteforte, Jr.
CEO & Managing Attorney



Monteforte Law, P.C.

300 TradeCenter, Suite 5640,
Woburn, MA 01801

9784945036



Taking Control

- Meets monthly with the FWM coaching team
- Implemented webinars and podcasts to attract and educate his perfect clients
- Converts QUALIFIED leads through his strategic and robust offers
- Created a VIP estate planning program



Becoming The Expert

WILLS, TRUSTS, & ESTATE PLANNING



5 TRUSTS THAT CAN WRECK YOUR ESTATE PLAN

Learn about 5 specific types of trusts and difference between them all. Don't sign a trust until you read this report!

[Request Information](#)



ESTATE PLANNING CHECKLIST

Is Your Estate Planning Up To Date? Take this simple test to see if it is.

[Request Information](#)



YOUR BUSINESS, YOUR MONEY

Estate planning for business owners is among the most important, and most misunderstood, planning there is. Read this book to find out why!

[Request Information](#)



ESTATE PLANNING & ELDER LAW SEMINARS

Learn how to protect your family, finances, and your legacy. Learn in plain English how to plan ahead to make life easier for your loved ones.

[Request Information](#)

MIKE'S
MIC

[WATCH NOW](#)

LEARN ABOUT DIVORCE
& FAMILY LAW

WITH GUEST SPEAKER:
BARBRA BLACK



Driven For Success

Having time to
cruise with his
family



A person with dark hair, seen from the back, is looking at a wall covered in various design sketches, photos, and diagrams. The wall is filled with creative work, including wireframes, hand-drawn diagrams, and photographs of people and objects. A large blue banner with white text is overlaid across the middle of the image.

How Do You Get This?



Simply Powerful Marketing With DSS

Increase the Number of Leads You Really Want

START GROWING YOUR BUSINESS

Content Management System (CMS)



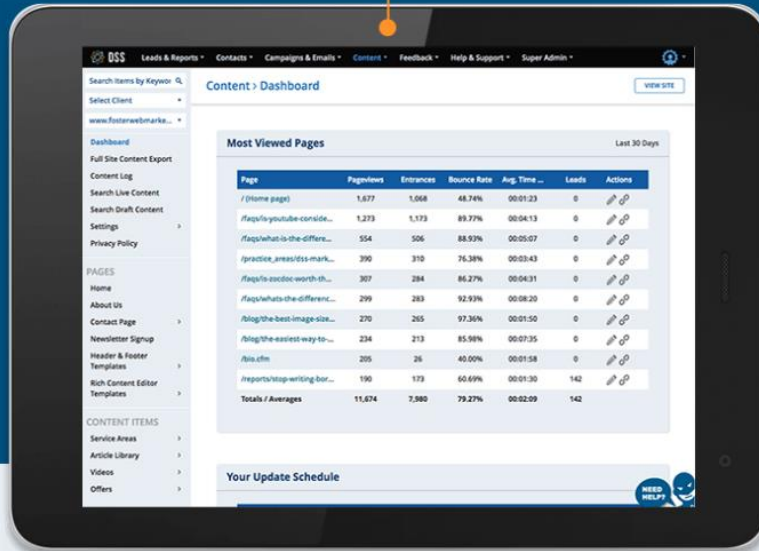
Customer Relationship Management (CRM)



Email Marketing Campaigns & Newsletters



Reputation Management Software



Search Engine Optimization & Website Health Tool



Local Listing Build & Sync



Lead Tracking & Reporting



Help & Support

Project Dashboard

Rank Tracking

Keyword Research

Site Health

Backlink Profile

Traffic Analysis

Google Business Profile

Social Analytics

Competitor Metrics

Journal of Events

Project settings



FWM Is Your Digital Marketing System

Done For You

- Expert strategist
- Email marketing creation
- Content topics
- Technical SEO
- On-page SEO
- Competitor analysis

“Marketing Growth System”

- DSS/SEO tools
- Monthly meetings
- Clarity/Clear strategies
- Accountability
- Training center
- Users’ groups



Attract & Convert Your Best Leads


Leads & Reports > Dashboard

[VIEW SITE](#)

 **175**
Total Leads

↑ 7% from **163** (Prev 30 Days)

[VIEW MORE +](#)

 **14,761**
Total Sessions

↑ 32% from **11,169** (Prev 30 Days)

[VIEW MORE +](#)

 **1.19%**
Conversion Rate

↓ -18% from **1.46%** (Prev 30 Days)

CALCULATED BY LEADS/SESSIONS



Become The Authority In Your Market

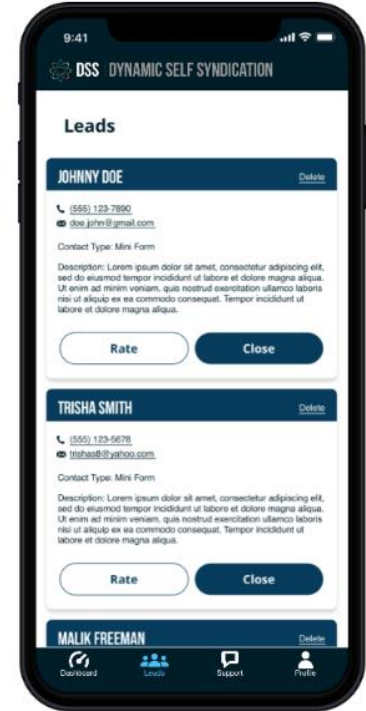
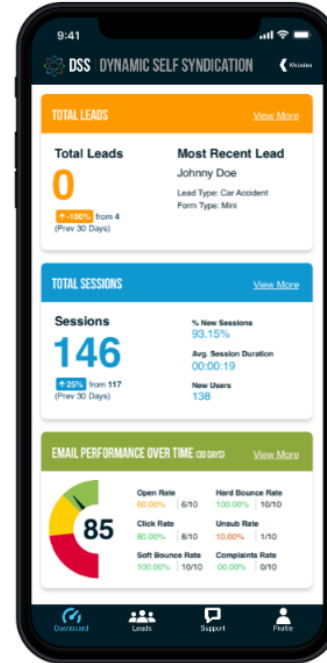
Most Viewed Pages Last 30 Days

Page	Pageviews	Entrances	Bounce Rate	Avg. Time On Page	Leads	Actions
/ (Home page)	17,968	15,556	84.72%	00:02:57	17	
/faqs/will-i-need-to-transfer-my-vehicle-...	2,129	1,947	84.45%	00:06:29	0	
/faqs/treating-blood-clots-after-a-slip-a...	1,129	1,050	91.14%	00:05:53	0	
/library/is-it-illegal-to-wear-headphone...	959	902	92.68%	00:06:17	0	
/bio.cfm	937	129	39.53%	00:01:04	0	
/faqs/what-are-some-ways-i-could-have...	597	531	83.24%	00:04:43	1	
/contact.cfm	565	146	53.42%	00:02:35	43	
/faqs/what-do-i-need-to-know-about-wi...	559	483	85.51%	00:04:56	0	
/library/three-types-of-nerve-damage-c...	550	510	90.80%	00:06:06	0	
/offices/milwaukee-personal-injury-atto...	519	332	43.67%	00:01:54	8	
Totals / Averages	55,976	44,252	83.19%	00:02:39	69	



Improvements Built For You

- DSS app - make appointments on the go
- CRM improvements for better tracking
- Improved page builder to attract YOUR perfect client





How To Move In The Right Direction

Raise Your Hand:



If you want clients to come to you WITHOUT spending ANY money on advertising...



How To Move In The Right Direction

Raise Your Hand:



If you are tired of going to conferences and not having a plan to execute what you've learned...



How To Move In The Right Direction

You Have 2 Options:

1. Google it and try to do it yourself.
2. Let the professionals at Foster Web Marketing help you get started.





How To Move In The Right Direction

**Do I have permission to show you what's
included in our
3-MONTH MARKETING EXECUTION
BOOTCAMP?**

**3x Your Leads in 3 Months!!
Think You Can Do It??**



Take Control Of Your Success

- **Implement lessons learned from the 2022 GLM Summit**
- **Optimize your current digital marketing strategy**
- **Incorporate proven tactics that make your competitors quiver**



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

- One-on-one
- optimize your local
- expert-led program
- eliminate your frustration
- triple your leads
- teach you how
- implement the avalanche of ideas from the GLM Summit



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

Bonus!

A baseline **Marketing Health Assessment** that shows you where you stand with SEO, technical website health, online content, video, sales funnels, social strategy, local competitors, and more!



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

More Bonuses!

Implementation guides that are based on your goals and include a strategic plan of action, step-by-step instructions, and hands-on assistance in making your new ideas a reality.



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

Why Should You Do This Today?

- customized, time-proven advice
- over 20 years of working with attorneys and netting them leads worth millions of dollars.
- time is of the essence
- your competition is savvy



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

Why Should You Do This Today?

- Get real, live support and guidance from an expert implementation coach that is invested in your success.
- Access to the tools you need to see your progress in real time and grow your leads, clients, and ROI—as well as all the training you need to make them work for you!



THE 3-MONTH MARKETING EXECUTION BOOTCAMP

Regularly

~~\$3,000~~

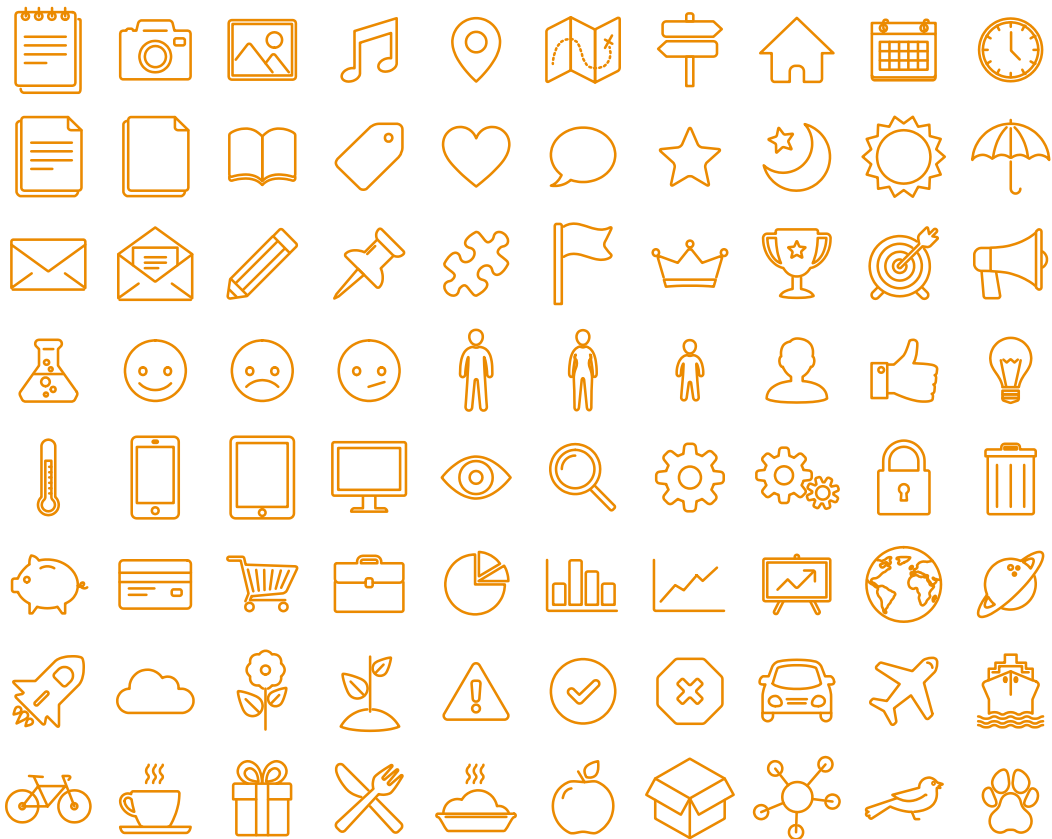
2022 GLM Summit Special

\$1,495

Only 10 spots available



Any questions?
You can find me at
tom@fosterwebmarketing.com



**IGNORE THIS SLIDE, IT JUST STORES THE ICONS
AND WILL BE DELETED PRIOR TO THE
PRESENTATION**

