



WEBSITE MARKETING SYSTEM FOR ATTORNEYS

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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

WHAT LAWYERS ARE SAYING ABOUT FWM

“Having a Foster website isn’t a guarantee of success, but you’re going to have the tools. You’re going to have the Lamborghini in your garage, and it’s your choice whether to drive it or not.”



John Fisher
Medical Malpractice Attorney
FWM client since 2008

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!

Stop Chasing Your Competitors and “THINK DIFFERENT”

One of the most frequent questions we get from attorneys is, “Why is that firm doing so much better than me?” Implied in this question is, “How can I be more like my competitor?”

Is this really what you want to do with the business you’ve built—be a follower? I doubt it; more like, “I want to beat this guy!”

Revisit Your Core Competencies and Be Different (...Be Yourself!)

While there are lessons to be gleaned from studying a competitor’s methods, you will only frustrate yourself if you attempt to follow their path step-by-step. How do I know? I have been helping lawyers market themselves for over 16 years and I have seen it all.

So, instead of chasing the guy or gal in front of you, spend your time strategizing on how to differentiate yourself by returning to your core competencies—especially if you’re in a more competitive or saturated market.

Ok, great...so how do you do this? *How do you focus on your strengths and create a sustainable marketing strategy for your firm?*

Seven Core Questions to Uncover Your Strengths

- 1 What is unique about YOU?
- 2 Which of your practice areas are the most distinctive in your market?
- 3 Which of your practice areas do you enjoy the most?
- 4 Which of your practice areas are the most profitable?
- 5 What are the most common traits of your happiest clients?
- 6 What are the common traits of your most profitable clients?
- 7 Which practice areas have you added to your firm that are not mature offerings, can’t be differentiated in your market, or are not profitable? This question is obvious; you need to step back and consider if you really need to offer these services. Weed the garden and better fruit will grow.

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Most of you know that my great friend and attorney marketing coach mastermind, Ben Glass, has been teaching other lawyers how to think about marketing their practices differently. He himself had to do the same thing to distinguish himself in his very competitive market. Guess what! You don’t need to figure all of this out yourself; Ben already has and we will be teaching hundreds of attorneys at our **8th Annual Great Legal Marketing Summit** on October 24–25, with the DSS Marketing Bootcamp on the 26th. Please go to GLMConference.com for more information!



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



Facebook.com/DynamicSelfSyndication



Twitter.com/FWM_DSS



Our DSS team has been working around the clock to implement new features, enhancements, and fixes. Don't miss the latest updates!



Our DSS Team: Chris and Yung

WHAT'S NEW IN DSS?

Please Keep Your Bits And Bytes In The Vehicle At All Times

Features:

- New module to control page indexing by search engines, labeled "Indexing Option". Finally making this feature available after having been missing for a long time. [DSS/Site]
- Search filtering option for 3 site core sections: members, service areas and offers. Only available when more than 10 items are in that section. Search filtering 4 members would be super awkward, right? [DSS]
- "Meta description" input field on edit single "video" pages. Last section to get this love. [DSS/Site]
- Content editor to control "thank you" page content for newsletter sign up form submissions. [DSS/Site]

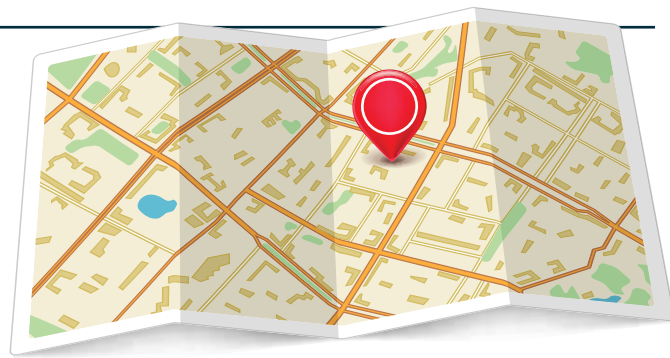
Enhancements:

- Totally overhauled our "no index" policy and implementation. This was done in cahoots with the new mod mentioned above. [Site]
- Polished up "Select A Campaign" mod on edit single "offer" page of CRM enabled sites. [DSS]
- Introduced many feature enhancements, usability improvements, layout and bug fixes to the CRM since it was first launched. We're really loving this thing. [CRM]
- Updated the heading, label and tooltip of what is now the "Display Option" module to be clear and correct. Despite all the other usability improvements and clarity that came with the DSS 7 release, this mod went the other direction and was confusing and misleading. [DSS/Site]
- Ability to have a default or generic member bio image on v3 sites. This is handled by the site's template files and not a DSS option. [Site]

Fixes:

- Restored ability to preview a draft item for v3 sites. [DSS]
- Restored the templates feature in the content editor after I accidentally killed them with the previous style update. [DSS]
- Removed the "Publish Status" module that handles the draft and live state from the "results" section. [DSS]
- Fixed single video page using the "video menu label" instead of the "headline" for v3 sites. [Site]
- Fixed sidebar module assignment on edit single "video" pages not saving and as a result not displaying on v3 sites. [DSS/Site]
- Fixed the "meta description" value not printing out to single "results" pages after we provided that as a new input with the DSS 7 project. [Site]
- Standard issue pixel pushing and polish. [DSS]

Are You Losing Traffic Because of These Three Local Search Optimization Mistakes?



Why is local search optimization important? Because Google, Bing and Yahoo display search results for visitors in your local market based on data available to them across the web. Read that sentence again: search engines get information about your business from a huge number of other websites—websites you probably don't know about.

To ensure that you're effectively competing locally, you need to pay attention to what's being said about your business online. This is especially important if you have ever changed your business name, moved your location, or changed your phone number.

Here are three local SEO mistakes you don't want to make:

1 Incorrect NAP information: NAP stands for Name, Address and Phone Number. Do a search for your business name and every business name you've ever used, and the same with your address and phone number. See if you can find websites that list incorrect information, and fix it. This

can be really time consuming, but it is important. There are tools that can help like Moz Local (moz.com/local/search) and Yext (yext.com). Both tools allow you to search for free, but you will be contacted by a Yext salesperson if you use their tool.

2 Inaccurate categorization: As you find and fix these listings, look to see if you are listed in the right category on each website. Most have pre-determined categories that you can select from that will dictate how you show up in search. Be sure to pick a specific category for your business. You're not just a doctor; you're a podiatrist. You're not just an attorney; you're a divorce attorney. If you are

allowed to select multiple categories, do so, but don't be spammy. Pick categories that actually apply to you, with the most important ones first.

3 Lame or absent reviews: As you are searching for your business online, make a note of sites that publish reviews. You may be surprised at how many sites accept user feedback. Encourage happy clients to leave you feedback on sites that already rank well for your business name, respond to existing reviews politely and professionally, and come back regularly to check which sites still rank for your business name and if there are reviews you need to respond to. 🌐



Remember, this is the data that gets you found, so invest the time in making sure your information is accurate. Need help? Go to FWMAAnalysis.com and our in-house SEO team we complete a complementary analysis of your website, including potential local search issues, and provide you with recommendations for moving forward.

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Stop Chasing Your Competitors and “Think Different”

Give Up to Get More

Once you have answered these questions, now what? It's time to make some changes and trim down your offerings to focus on what you do best that makes you money for the clients you like to work with.

Will there be tradeoffs? Yes, of course.

Will you have to turn away business? Yes, but only the stuff you don't really want.

Remember, you are doing this to play to your strengths in

a way that is profitable. Your goal with the above exercise is to achieve a *sustained competitive advantage* by recovering and preserving what is unique about you and your firm. You want to either provide completely different services than your competitors, or provide similar services but in different ways.

I'm challenging you to “Think Different,” as Steve Jobs did with Apple. Stop following, and make the hard decisions necessary to be a leader in your market. 🌐

All the Best,



BREAKING NEWS AND VIDEO: A POWERFUL COMBINATION

Video Continues to Be Damian's "Not-So-Secret" Weapon

Damian Mallard, a Foster client since 2011, learned the value of jumping on a breaking news story with the power of video several years ago when the Penn State sex abuse scandal broke. While this story is now "old news," Damian continues to leverage the lessons from this tragedy to bring in business using this tried and true technique.

Video Encourages Victims to Speak Out

For Damian, this breaking news story was more than a way to garner attention for his law firm; it created a channel for abuse victims and their families in Florida to come out from the shadows of their terrible secrets. The videos and content we created for Damian spoke directly to those who had been carrying the weight of their abuse and helped at least one mother put down her burden and speak up about the abuse her daughter was subjected to at school.

"She [the mother of the victim] said that she saw the strength it took for the families in Pennsylvania to come forward," recalled Damian. "Because of the Penn State case, because I chose to cover such a controversial story, she had the inner strength to find an attorney. Before this, she was terrified to speak publicly about it because of the good public image of her daughter's school."

This is exactly how you need to think about breaking news yourself. How can you take a story that is getting national attention and spin it to speak to potential clients in your market? For Damian, this was the perfect vehicle for him to attach himself to a hot story and get local attention.



For Damian, there is one marketing strategy that has been instrumental in building his brand and growing his practice: high-quality video.

All the effort was worth it, as the case is valued at over six figures according to Damian—although there is still much work to be done.

Forever Changed By the Power of Video

The exposure that the videos and content got Damian's law firm did more than change the lives of one family. During the news blast—and to this day—he has been thanked by other abuse victims and their families. By bringing attention to the subject of the sexual abuse of children to his community, he has given power back to the powerless, in addition to standing out and making a name for himself.

Video Converts Your Best Visitors Into Your Best Clients

Since the Penn State video success, Damian has come to the FWM video studio several times. He comes in for a few hours to record hundreds of videos, we edit the clips, optimize them for his website, and post one each week. These videos are then distributed to his YouTube and social media channels, extending their reach and advancing his image as a compassionate, highly qualified attorney.

"There is, in my experience, no better way to convince someone shopping for an attorney than to see you in a video, get a feel for you," stressed Damian. "After watching a video, they feel they know you, which gives you an advantage over the competition. It's been a very valuable part of our marketing plan—an excellent return on investment." 🌐



Professionally created, optimized and syndicated video is the key to many attorneys' success. Call 844-531-4797 to get more information about shooting video at FWM studios so you, too, can get the best clients and cases.

**WEBSITE MARKETING SYSTEM
FOR ATTORNEYS**

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