
Social Media Marketing for Lawyers Masterclass

Week 1

ANDREW STICKEL



IN THIS COURSE YOU WILL LEARN...

How To Use Social Media to Establish
Yourself as an Expert (to the Public) and an
Authority in Your Area of Law.



THIS STRATEGY IS...

- Life Changing
- The Exact Same Strategy That I Use
- The Only Strategy I'll Use From Now On
- Proven Over and Over and Over Again to Work
- Is NOT a Social Media Strategy
- Is a Branding Strategy That Uses Social Media



WHY THIS STRATEGY?

- **Marketing is Always Evolving**
 1. *Phone Book*
 2. *Website*
 - *SEO*
 - *PPC*
- **Social is Next...**
- **Not Susceptible to Algorithm Updates**
 - *No More SEO!*
- **Not Reliant on One Network**
 - *Facebook No More? Hello Instagram!*



3 BASIC MARKETING PRINCIPALS

- Brand Recognition
- Repetition
- Follow-Up



WHO COMES TO MIND?

- **Athletic Shoes**
 - *Nike*
- **Beer**
 - *Budweiser*
- **Facial Tissues**
 - *Kleenex*
- **Soda**
 - *Coca-Cola*
- **Bandages**
 - *Band-Aid*



WHO COMES TO MIND?

- **Criminal Defense Attorney**
 - *Johnnie Cochran*
- **Women's Rights Attorney**
 - *Gloria Allred*
- **Personal Injury Attorney**
 - *John Morgan (Morgan & Morgan; For The People)*



WHAT DO THEY HAVE IN COMMON?

- **Top of Mind Awareness (TOMA)**
 - *...how quickly a brand or product comes to the mind of a consumer.*
- **3 Touches...Now 28+ Touches**



FOLLOW-UP

- **When's The Last Time You Reached Back Out to a Consultation Prospect?**
- **Most People Get Caught Up in Life**
- **Remarketing (Amazon)**
- **Abandon Cart Sequences**
- **This System Automates Follow-Up**



ANDREW STICKEL

FOLLOW-UP



85% of Sales Came From Follow-Up

© 2018 Esteemed Lawyers of America® All Rights Reserved



HOW DID *THEY* DO IT?

- Spent Millions (or Billions) to Build TOMA
- Did Something Significant
 - *Defended OJ...*
 - *Stood Up For Women's Rights...*



HOW CAN YOU DO IT?

- ~~Spend Millions~~
 - ~~Significant Accomplishments~~
1. Identify a Niche
 2. Build a Community
 3. Provide Value
 4. Be Consistent



MORE SPECIFICALLY



THE BEST PART...

- No Competition! (Blue Ocean)
- Most Advertising Platforms Are Red Oceans
 - *SEO, PPC, Television, etc*
 - *Waters Full of Sharks Feeding on Same Fish (Clients); Water is Bloody.*



WHY IS THERE NO COMPETITION?

- **Strategy is Unknown to Many Lawyers**
- **False Beliefs**
 - *No Time*
 - *It Doesn't Work*
- **Don't Want to Make an Effort**



PROVIDING VALUE IS KEY

"I discovered a long time ago that if I helped enough people get what they wanted, I would always get what I wanted and I would never have to worry."

-Tony Robbins



WHEN YOU PROVIDE VALUE...

1. Your Following Will Grow Organically
2. You Will Reach More People (For Free)
3. People Will View You As The Expert
4. People Will Want to Hire/Retain You



YOUR SUPERPOWER...

- Likely Won't Seem Like a Big Deal to You
- Likely Comes Naturally to You
- Is Insanely Valuable to Those Who Need You



YOUR NEGATIVE INNER VOICE

(Everyone Has One)

- I'm Not The Best • It Doesn't Matter
- I'm Not The Smartest • It Doesn't Matter
- I'm Not The Most Experienced • It Doesn't Matter
- I Don't Like My Appearance • People Don't Care
- I Don't Speak Well on Camera • It Doesn't Matter
(You'll Get Better!)



FOR THE DETRACTORS...

Two Ways to Build The Tallest Building in The City

1. *Work your butt off and lay brick after brick and build the biggest building.*
2. *Knock all the other buildings down.*

“If you haven’t pissed someone off by noon, you’re not working hard enough.”

-Unknown (to me)



THE STRATEGY



1. IDENTIFY A NICHE

- “The Riches are in the Niches”
- Some Niches Can’t Be Targeted
- Avoid Being “Jack of All Trades, Master of None”
- Easily Establish Yourself As The Authority



WHAT MAKES A GOOD NICHE?

- Are You Passionate About It?
- Are Others Passionate or Emotional About It?
- Does It Impact People's Lives?
- Are You Able to Profile Potential Clients?
- Can People In This Niche Afford to Pay You?
 - **Rule #1:** *Don't Try to Sell Things to Broke People*
- Do Communities Exist?



EXAMPLES OF POTENTIAL NICHEs

Personal Injury — Family of Brain Injury Victims, Motorcycle Riders, Construction Workers

Family Law — DV Victims, Fathers, Mothers, Parents w/ Young Children, Grandparents, Single Mothers

Criminal Defense — Family of Addicts, 2nd Amendment, College Students

Bankruptcy — Millennials, Debt Relief Support

Immigration — Russians in Fresno, Foreign Investors, Employers (H1B)

Estate Planning — Business Owners, Parents

Employment — Doctors, Nurses, Specific Company (Disney), #MeToo Victims

Business — Amazon Sellers, Restaurant Owners, Gig Economy (freelancers)

Tax — Specific Industries, “Fight the IRS,” Online Sellers

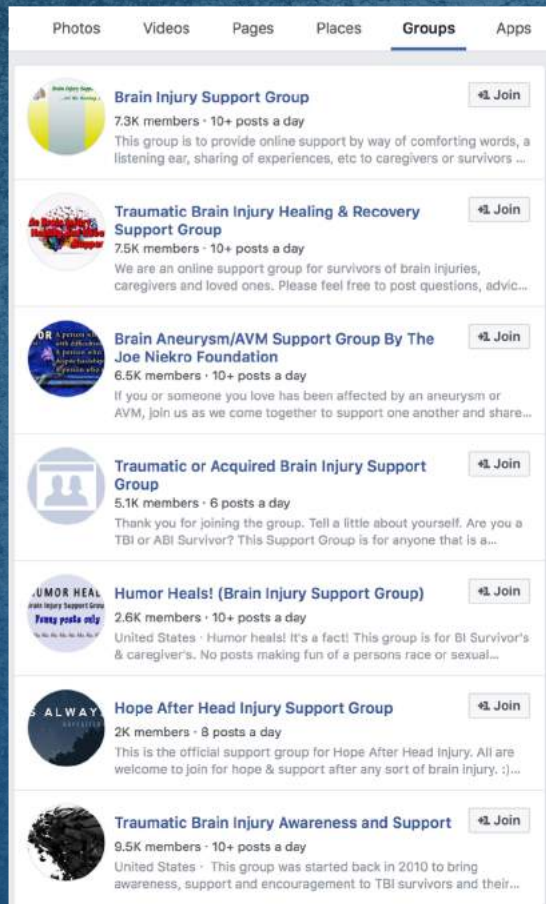
Intellectual Property — Inventors, Writers, Freelancers, Entrepreneurs



2. BUILD A COMMUNITY

- Facebook Group
- Think About Benefit to Users; Wants; Needs; etc.
- Name of Group Should Be the Subject of Group
- If Other Groups Exist, That's a Good Thing!





PERSONAL INJURY



FAMILY LAW



Divorced Fathers Support group

+1 Join

773 members

I went through a Divorce where despite being my childrens caretaker since birth I dealt with an incredibly sexist Court system that screw...



♥ Separation & Divorce Support! ♥

+1 Join

45K members · 10+ posts a day

Welcome! This page is for Divorce and Separation support. Please take a moment to read our rules before posting. 1. This is NOT a...
👤 Danny Martinez is in this group



Divorced, single, women/men meet for marriage in USA, Canada, Australia & Europ

+1 Join

55K members · 10+ posts a day

United States · Canada · Welcome to all new handsome gentleman's and beautiful ladies This group is open for everyone meet divorced...



Divorce 101 - Support, Recovery, Parenting, & Resources

+1 Join

2.6K members · 3 posts a day

Welcome! Grab a beverage, put your feet up, and feel at home. Also, please read the rules before posting: -----1. D101 is a place to find...
🏠 3 members said they live in Lakeland, Florida



CRIMINAL DEFENSE



Affected By Addiction Support Group

+1 Join

66K members · 10+ posts a day

United States · The mission of Affected By Addiction is to ensure a safe space and reduce the stigma for the nearly 1 in 2 American...



Addiction Recovery Support Group

+1 Join

11K members · 10+ posts a day

This is a judgement free group for people in recovery and people seeking recovery and/or attempting to get and stay clean. This isn't ...



Drug/Alcohol Addiction Support Group

+1 Join

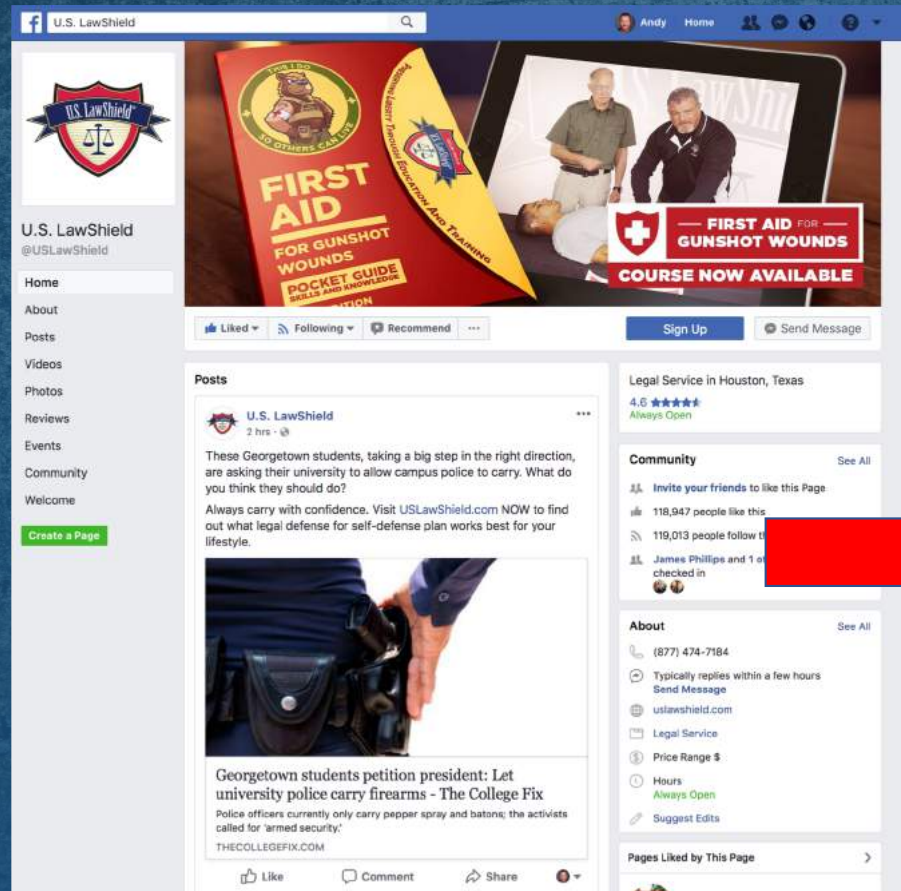
6.9K members · 10+ posts a day

BE AWARE THAT THIS GROUP IS NOT FOR PUSHERS ATTEMPTING TO SELL / SUPPLY DRUGS TO MEMBERS IN RECOVERY, NOR WILL...



ANDREW STICKEL

2ND AMENDMENT (CRIMINAL DEFENSE)



Community

See All



Invite your friends to like this Page

118,947 people like this

119,013 people follow this



James Phillips and 1 other like this or have checked in



BANKRUPTCY

**Debt to Success System**[Join](#)

2.5K members · 5 posts a day
www.DTSS.us Debt to Success System Since 2004, we've proudly taken on the vital and enormous task of educating freedom loving...

**FREE Credit Repair and Debt Settlement Information**[Join](#)

4.8K members · 4 posts a day
Want to know how to get your credit reports and scores for free? Want to know what debt settlement is all about? Credit scores are...
Stephanie von Rothschild is in this group

**Ditch Your Debt!**[Join](#)

3.5K members · 2 posts a day
We are a community dedicated to freeing ourselves from the chains of debilitating debt 💪💪 . It WON'T be easy, it WILL take hard work...

**Debt-Free Vets (Veterinarians and Veterinary Students)**[Join](#)

763 members
A forum where veterinarians and veterinary students discuss getting out of debt and other personal finance topics. Whether you are...

**Debt Free Journey**[Join](#)

585 members
Support and guidance in the journey to become debt free.

**NV DEBT REMOVAL**[Join](#)

825 members · 3 posts a week
Hell, Michigan · The purpose of this group is to learn the dirty little secrets about Bank "lending" and how to potentially free yourself of...



IMMIGRATION



Russians in Los Angeles

+1 Join

9K members · 10+ posts a day

Los Angeles, California · This group is intended for all Russian speakers in Los Angeles, regardless of where they were born....



Indians in Atlanta

+1 Join

21K members · 10+ posts a day

Johns Creek, Georgia · An ounce of help is better than a pound of preaching. Admin is not responsible for any dispute in Sales or...



EMPLOYMENT



EX Employees of GTE

+1 Join

9.7K members · 7 posts a day

For all Ex employees (co-workers) to refind each other and remember GTE before it was Verizon

🏠 40 members said they live in Lakeland, Florida



USPS Non-Career Employees

+1 Join

1.4K members · 4 posts a day

United States · Do you feel that management is taking advantage of you? Do you feel your union could intervene more? Do you want to...



Amtrak Employees

+1 Join

6.6K members · 10+ posts a day

This is a closed group of present, past or retired Amtrak Employees, and Henry. This is not a "Rail Buff" site. Amtrak Family only please.



FedEx Employees

+1 Join

12K members · 10+ posts a day

Hello, and welcome to the FedEx family! This is a closed, private group that exists for ALL employees of FedEx, past and present...



TAX



Tax and Residency Solutions for Digital Nomads [+1 Join](#)

2.3K members

We are a discussion group for Digital Nomads, Freelancers and Business Owners. We are travelling permanently with our business...

 Renée Reese is in this group



IRS Tax Refund Information Central [+1 Join](#)

35K members · 10+ posts a day

United States · IRS TAX REFUND UPDATES



US Expat Tax Questions [+1 Join](#)

8.8K members · 7 posts a day

Post your expat tax questions and we will do our best to answer. Also feel free to email me directly at JoshKatzCPA@gmail.com if you hav...



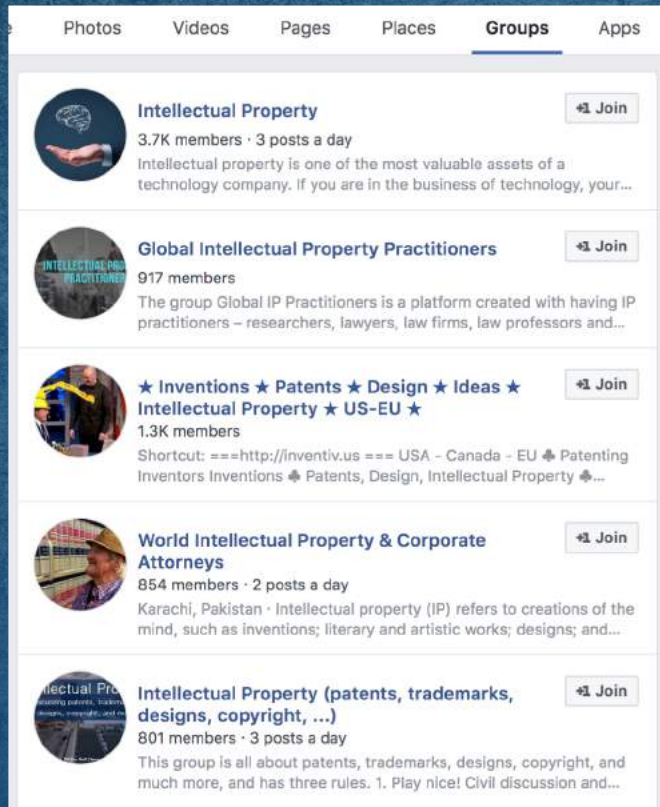
IRS Income Tax Refund (Support Group) [+1 Join](#)

18K members · 8 posts a day

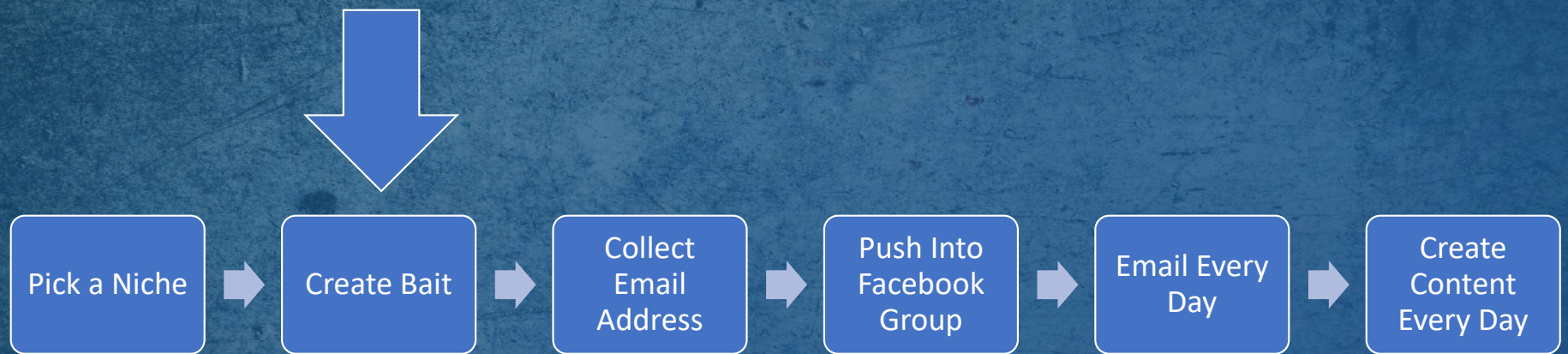
United States · Every tax season the excitement is tremendous when it comes to INCOME TAX REFUNDS! But, sometimes the IRS moves ...



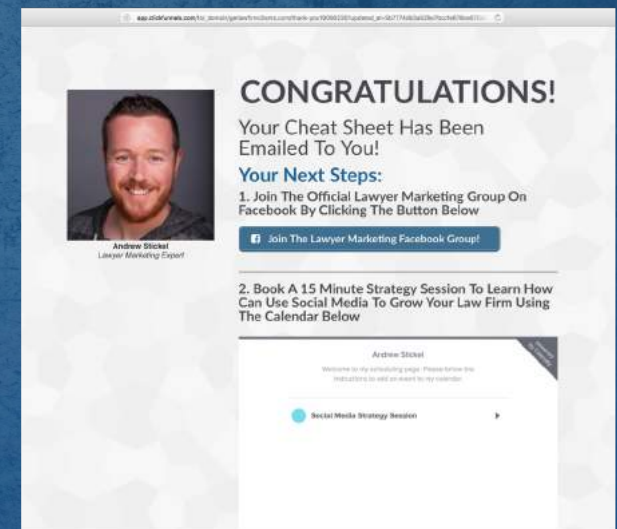
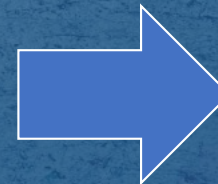
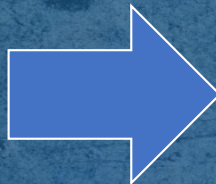
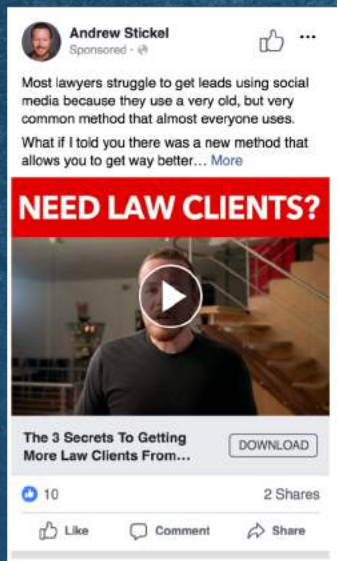
INTELLECTUAL PROPERTY



GROWING YOUR COMMUNITY



GROWING YOUR COMMUNITY



GROWING YOUR COMMUNITY

Your Next Steps:

1. Join The Official Lawyer Marketing Group On Facebook By Clicking The Button Below
2. Book A 15 Minute Strategy Session To Learn How Can Use Social Media To Grow Your Law Firm Using The Calendar Below

Join The Lawyer Marketing Facebook Group!

Andrew Stickel

Welcome to my scheduling page. Please follow the instructions to add an event to my calendar.

Social Media Strategy Session

Thanks,

Andy Stickel

Join my [FREE lawyer marketing group on Facebook](#) for daily marketing tips, [subscribe on YouTube](#), and [follow me on Instagram!](#)



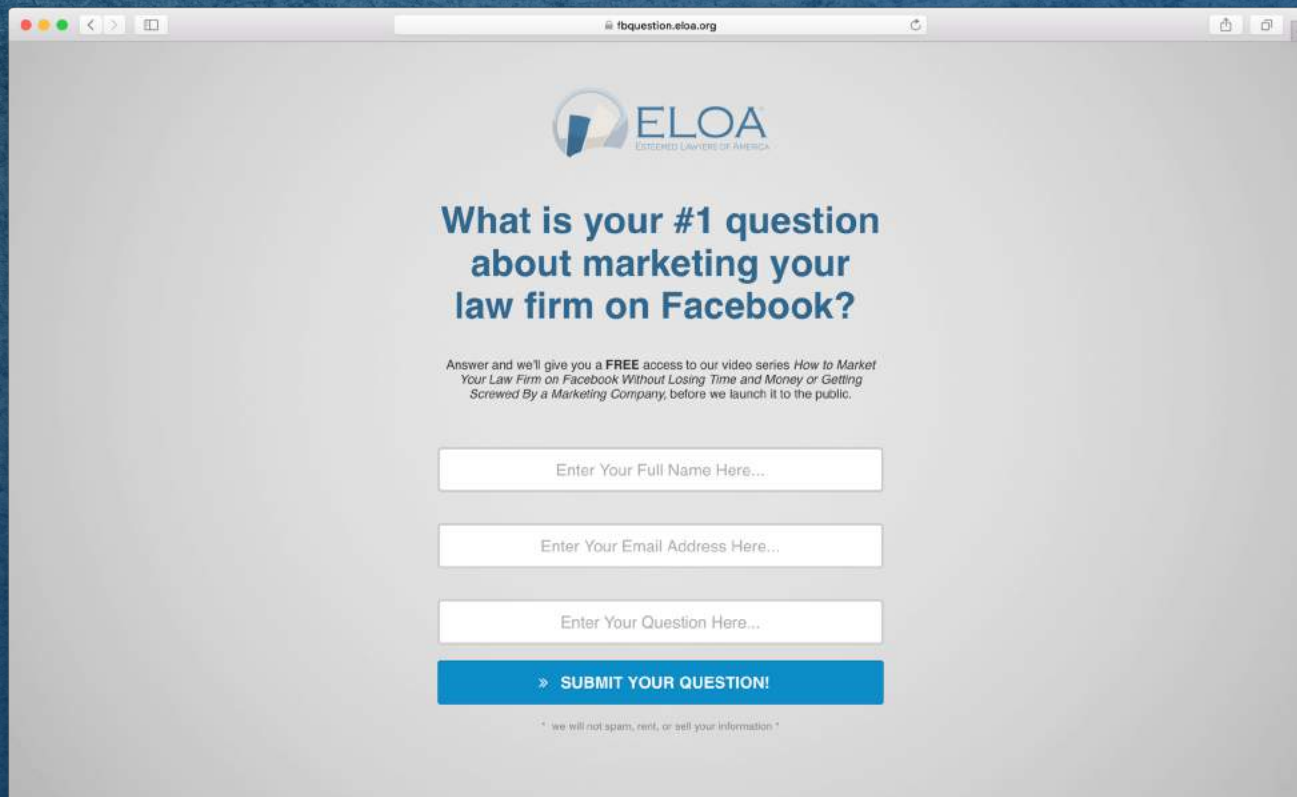
CREATING BAIT - ASK CAMPAIGN

- **Do Not Skip This Step...Even If You *Think* You Know**
- **How to Sell Online:**
 1. *Find a Hot Market*
 2. *Ask Them What They Want*
 3. *Give It to Them*
- **People Buy What They Want, Not What They Need**
- **Ask The People You're Trying to Target**
- **“What is your number one question about _____?”**



ANDREW STICKEL

ASK CAMPAIGN



The screenshot shows a web browser window with the URL `fbquestion.eloa.org`. The page features the ELOA logo (Esteemed Lawyers of America) at the top. The main heading asks, "What is your #1 question about marketing your law firm on Facebook?". Below this, a paragraph states: "Answer and we'll give you a **FREE** access to our video series *How to Market Your Law Firm on Facebook Without Losing Time and Money or Getting Screwed By a Marketing Company*, before we launch it to the public." The form consists of three input fields: "Enter Your Full Name Here...", "Enter Your Email Address Here...", and "Enter Your Question Here...". A blue button labeled "» SUBMIT YOUR QUESTION!" is positioned below the question field. At the bottom, a small disclaimer reads: "* we will not spam, rent, or sell your information *".

© 2018 Esteemed Lawyers of America® All Rights Reserved



ASK CAMPAIGN



ASK CAMPAIGN SAMPLE QUESTIONS

- Do you want to learn more about <subject>?
- Have you already started <subject>?
- What is your number main goal regarding <subject>?
- What is the biggest roadblock or obstacle standing in your way?
- What is the #1 thing you'd like to learn regarding <subject>?
- What is your #1 fear you want to avoid at all costs?
- What else would you like to learn?
- What is your email address? (for updates on the date and time of the free training)



CREATE A PIECE OF BAIT

- Bait Will Be Used As Lead Magnet
 - *FB Ad > Landing Page > Email Download*
- “Cheat Sheet” Works Better Than “eBook”
- 500-1,000 Words
- Use Feedback from Ask Campaign
- Focus on High Value Content
- Not a Sales Pitch!



WRITING A “CLICK BAIT” TITLE

- **Call Out Desired Outcomes and Fears**
- **How To/Without Statement**
 - *How To <Desire> Without <Fear/Don't Want>*
 - *How To Survive Bankruptcy Without Losing Your House*
- **Numbers Work Well**
 - *5 Ways to <Desire>*
 - *5 Ways Experienced Lawyers Beat DUI Charges*
- **Use Curiosity**
 - *Three Motorcycle Features That Could Save Your Life*
 - *Three Pieces of Intellectual Property You Didn't Even Know You Had*
- **Use Examples**
 - *How We Helped One Client Eliminate All IRS Penalties With One Email*



A FEW MORE NOTES ON BAIT...

- **Many Types of Bait**
 - *Cheat Sheet*
 - *Video*
 - *Resources Page*
 - *Quiz*
 - *Something Creative*
- **Most Important Part: Title**
 - *Must Be Attractive!*



A MORAL OBLIGATION...

If you truly believe that what you have is useful and valuable to your clients, then you have a moral obligation to try to serve them in every way possible.

– *Jay Abraham*



ANDREW STICKEL

CHEATSHEET EXAMPLE

THE 3 SECRETS
to Getting More
LAW CLIENTS FROM
Social Media
WITHOUT GETTING SCREWED
===== *by a* =====
MARKETING COMPANY!

Written by
ANDREW STICKEL



RESOURCES EXAMPLE

BRAIN INJURY ASSOCIATIONS

Brain Injury Association of America
Phone: 800-444-6443
www.biausa.org

Brain Injury Association of North Carolina
Phone: 800-377-1464
www.bianc.net

BRAIN INJURY RESOURCE CENTERS

Charlotte
Phone: 704-355-4354 or 704-960-0561

Raleigh
Phone: 919-833-9634 or 1-800-377-1464

Greenville
Phone: 252-717-3347

Asheville
Phone: 828-277-4868

Winston-Salem
Phone: 336-882-1911 or 336-713-8582



State of North Carolina Department of Health and Human Services Division of Mental Health, Developmental Disabilities and Substance Abuse Services
www.ncdhhs.gov/mhddsas NCDHHS is an equal opportunity employer and provider. 2,500 copies of this document were printed at a cost of \$600.



Phone numbers for the resources listed in this brochure often change. Contact Project STAR at 704-355-1502 if you need assistance reaching these agencies. To access resources statewide, contact the North Carolina Care Line at 800-662-7030. This line provides information and referral services for North Carolina.

BRAIN INJURY WEBSITES

BrainLine
www.brainline.org

Carolinas Rehabilitation
www.carolinashealthcare.org/carolinas-rehab

Defense and Veterans Brain Injury Center
www.dvbic.org

SupportWorks
www.supportworks.org

Training on Traumatic Brain Injury in North Carolina
www.nctbtraining.org

Traumatic Brain Injury Model System
Understanding Traumatic Brain Injury
www.msktc.org/tbi/



Carolinas HealthCare System

CarolinasHealthCare.org/rehabilitation

BRAIN INJURY RESOURCES



QUIZ EXAMPLE

dv.autolossrecovery.com

 **LVRS**
Loss Value Recovery Specialists

Are You **Owed Money** for
Your **Auto Accident**?

Take the short quiz below to find out!

**Do you still own the vehicle that was in the
accident?**

☐ Yes

☐ No

* we will not spam, rent, or sell your information *



ANOTHER IDEA...

**I REMAIN SILENT
NO SEARCHES
I WANT MY LAWYER**

**Put any tickets under windshield wiper.
I am not required to sign - Traffic Rule 3(E) & (F)
I do not have to hand over my license - 4507.35
Thus I am NOT opening my window.
I will comply with lawful orders.**



SAMPLE TOPICS

1. **Personal Injury:** *5 Things All Construction Workers Must Know About On-The-Job Injuries (Even If You've Never Been Injured)*
2. **Estate Planning:** *Here's What Definitely Happens When You Die...Without a Plan*
3. **Bankruptcy:** *How to Get Bill Collectors to Stop Harassing You, Even If You Can't Afford to Pay Them Right Now*
4. **Family Law:** *How Fathers Can Get Divorced While Actually Increasing The Amount of Time They Get to Spend With Their Children*
5. **Family Law:** *14 Ways Children Benefit From Divorce*
6. **Immigration:** *3 Ways to Live in The United States Without Fear of Deportation*
7. **Criminal Defense:** *Beating a DUI Charge: 3 Things You MUST Know (Whether You've Been Arrested or Not)*



WEEK 1 HOMEWORK

1. Pick Your Niche
2. Run an “Ask Campaign”
3. Create Your Bait



ANDREW STICKEL

WEEK 1

Q & A



© 2018 Esteemed Lawyers of America® All Rights Reserved