
Social Media Marketing for Lawyers Masterclass

Week 2

ANDREW STICKEL



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GETTING YOUR HOUSE IN ORDER



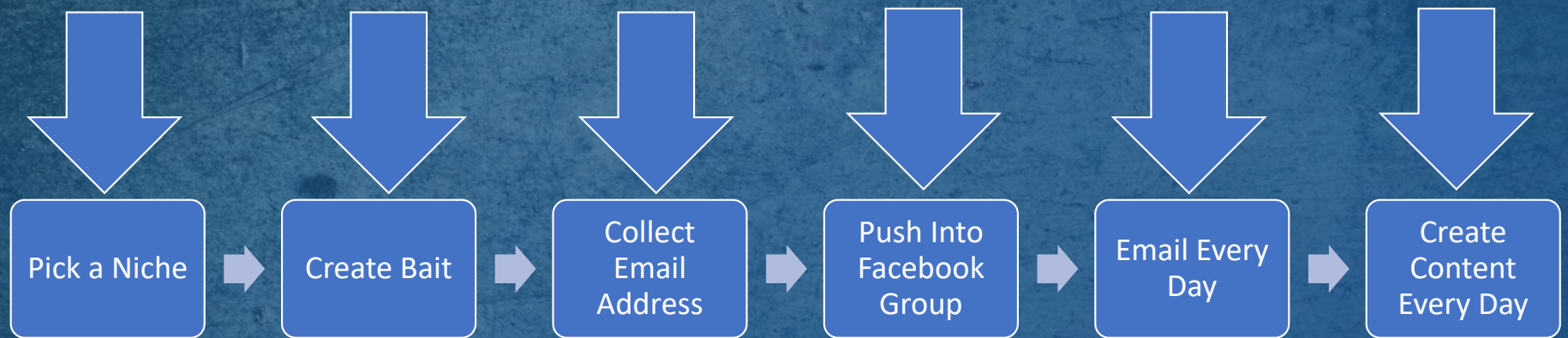
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**THIS STRATEGY WILL NOT WORK IF YOU
TRY TO DO ALL THE WORK YOURSELF**



GROWING YOUR COMMUNITY



WHAT YOU NEED: PERSONNEL

- **Virtual Assistant (VA) (Offshore)**
 - *Runs Entire Campaign*
- **Graphic Designer (Offshore)**
- **Writer (American)**
- **Video Editor [Optional] (Offshore)**



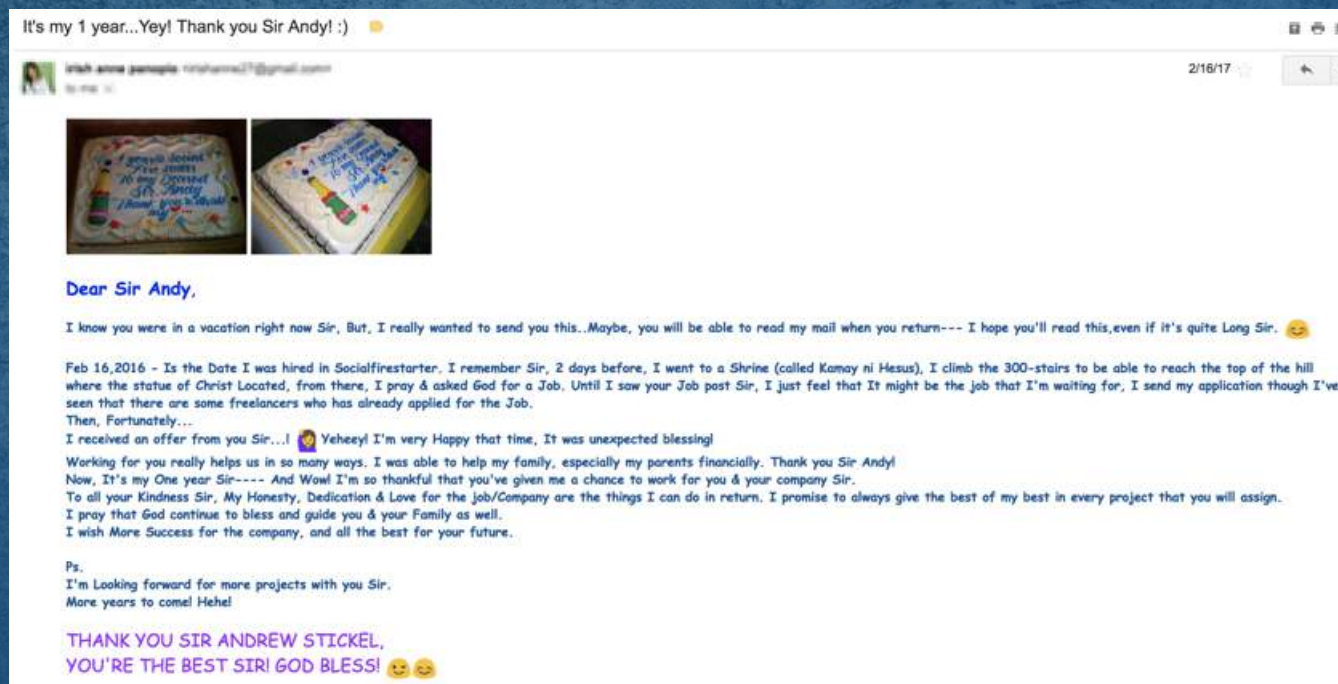
FALSE BELIEFS ABOUT OFFSHORE LABOR

- “Cheap Rates ≠ Poor Work”
- “They Don’t Speak the Language”
- “You Should Hire Americans”
- “I’ve Hired Offshore Before & Never Will Again”

You Get Paid to Think. They Get Paid to Do.



ALSO...THEY APPRECIATE THE JOB



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WHEN'S THE LAST TIME AN EMPLOYEE BAKED YOU A CAKE?



HOW I HIRE OFFSHORE

- **UpWork.com**
- **Assess Language & Communication Skills**
 - *Ask Questions They Can't Google*
- **Hire Multiple People for Test Assignment**
 - *Let Them Know They Are Competing for a Job*
 - *Keep the One or Ones That Do a Good Job*



SUCCESSFULLY WORKING WITH OFFSHORE LABOR

- **Provide Very Clear Video Instructions**
 - *Base Instructions Provided With This Course*
 - *screencast-o-matic.com*
- **Organization is Key**
 - *Google Drive*
 - *Dropbox*
- **Close Communication**
 - *Skype, Slack, Facebook Messenger*



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VIRTUAL ASSISTANT

- Performs Most Campaign Admin Tasks
- I Prefer Hiring From Philippines
- \$3.50 - \$5.00 per hour



TESTING VIRTUAL ASSISTANTS

- **Sample Tasks to Assess Ability to Follow Instructions**
- **Sample Task 1 – Email Research:**
 1. Have them go to Linked In
 2. Search for Lawyers in Houston
 3. Provide as many names, email addresses and websites as they can in an Excel spreadsheet.
- **Sample Task 2 – Trip Research:**
 1. Provide them with a sample itinerary.
 2. Have them put together the best flight, hotel and rental car option.



GRAPHIC DESIGNER

- **Designs Cheat Sheet & Channel Graphics**
 - Cover Photos For YouTube, FB Group, FB Page
- **Designs YouTube Thumbnails**
- **My Main Graphic Designer is Also Filipino**
- **Not Artistic? Me Either!**
 - *Don't Reinvent the Wheel*
 - *Provide Examples*
 - *Google, Pinterest, etc.*
- **Pricing Varies**
 - *Cheat Sheet Design: \$65*
 - *YouTube Thumbnail: \$10*



WRITER

- **Creates...**
 - *Cheat Sheet [Optional]*
 - *Emails*
 - *YouTube Descriptions*
 - *Final Blog Post*
- **Only American I Hire**
- **Where to Hire:**
 - *Law Student*
 - *Craigslist*
 - *Cult of Copy Job Board (FB Group)*



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CULT OF COPY JOB BOARD



WHAT YOU NEED: ASSETS

- **Landing Page Software** (See Video)
 - *Clickfunnels*, Lead Pages, Unbounce, etc.*
- **Email Auto Responder** (Instructions in Week 4)
 - *Active Campaign*, Infusionsoft, etc.*
- **Facebook Ads Account** (Instructions in Week 5)
- **YouTube Account** (See Video)
 - *Custom Graphics Needed*
- **Facebook Page & Group** (See Video)
 - *Custom Graphics Needed*



FACEBOOK GROUP COVER PHOTO



FACEBOOK GROUP COVER PHOTO

- Dimensions: 820 x 428
- Title = Subject
- Statement of Benefits
- Picture & Name



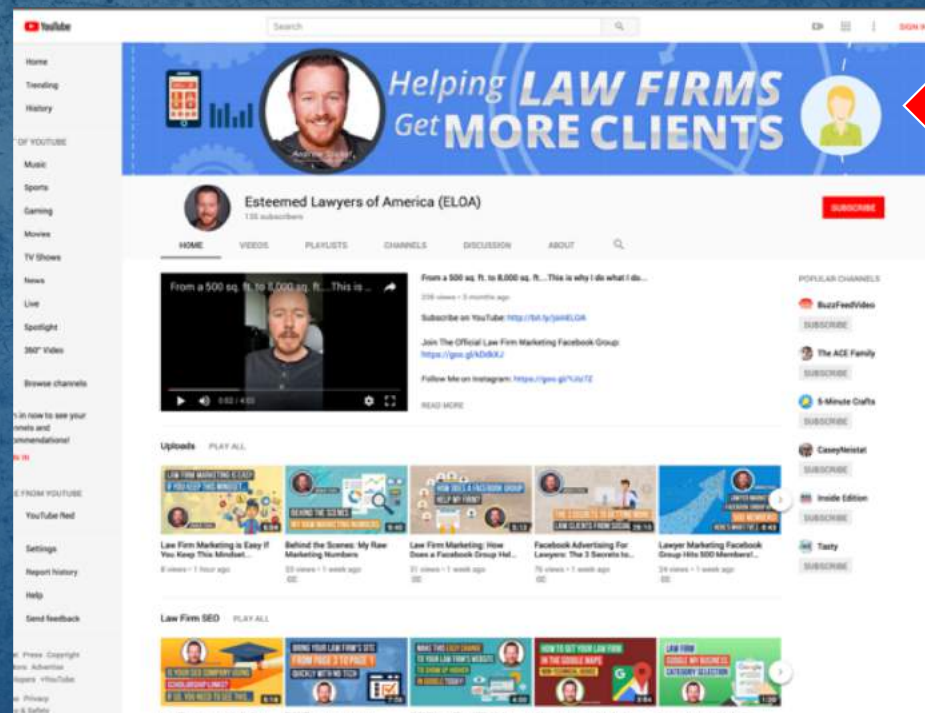
FACEBOOK PAGE COVER PHOTO

- Dimensions: 851 x 315
- Statement of Benefits
- Picture & Name
- Profile Picture
- Use Logo Somewhere If You Have One



YOUTUBE COVER PHOTO

- Dimensions: 2,560 x 1,440
- Statement of Benefits
- Picture & Name



WEEK 2 HOMEWORK

1. Post Ads on Upwork & Hire Staff

1. Virtual Assistant
2. Graphic Designer
3. Video Editor

2. Find a Writer

3. Create Assets

1. Landing Page
2. Facebook Page & Group
3. YouTube Channel
4. Skype Account



WEEK 2

Q & A

