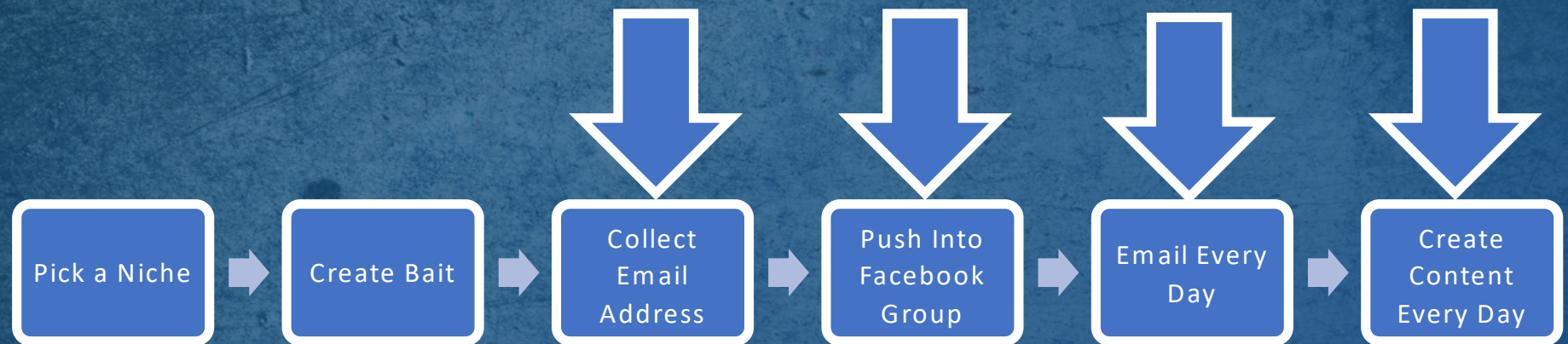

Social Media Marketing for Lawyers Masterclass

Week 4

ANDREW STICKEL



GROWING YOUR COMMUNITY



LANDING PAGE COPY



ATTENTION BIKERS: This Guide Could Save Your Life!



*This **FREE** Guide Will Teach You:*

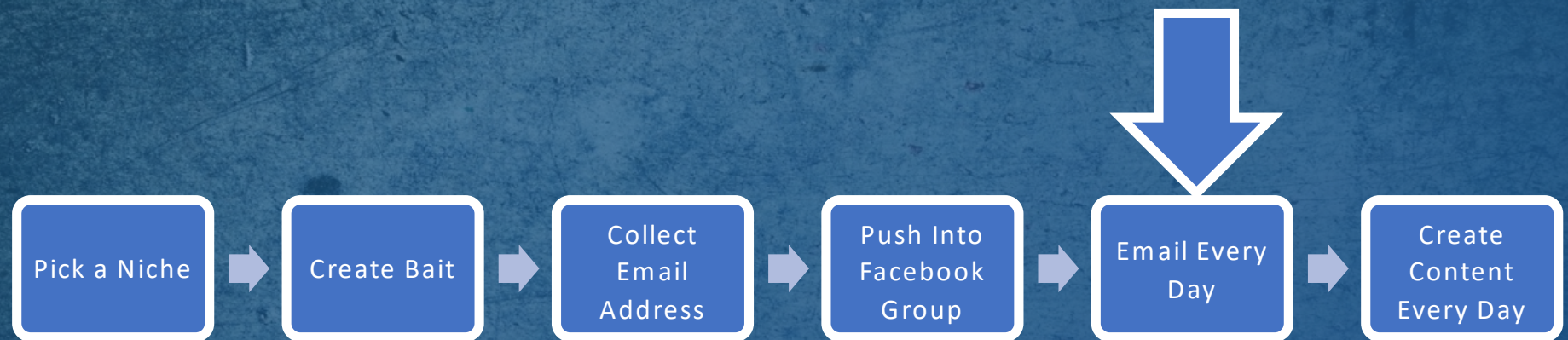
- ✓ The 2 Things Your Motorcycle Helmet **MUST** Have
- ✓ This Single Piece Gear That Protects You From the Most Common Injuries
- ✓ The Assumption You Should **NEVER** Make While Riding (Doing So Can Be Deadly!)
- ✓ The Common Factor Found in 26% of All Motorcycle Fatalities in 2016

» Gimme My FREE Riders Guide!

🔒 100% Secure
PRIVACY POLICY: We will not rent, sell or SPAM your email address!
I promise to keep your email 100% SAFE!



GROWING YOUR COMMUNITY

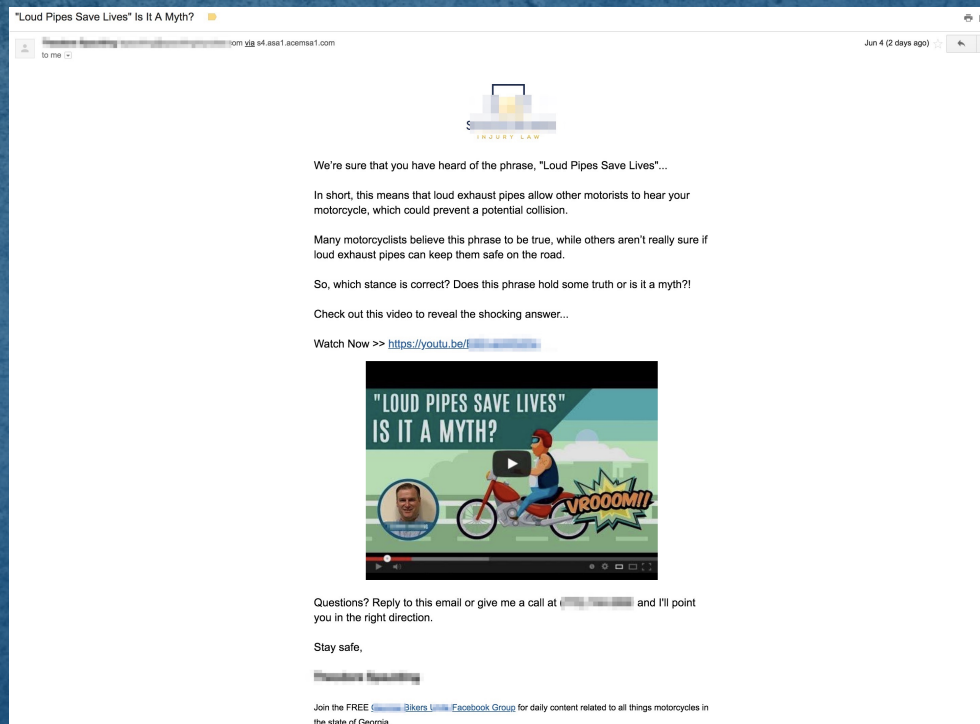


DAILY EMAILS

- **Send Emails Every Day**
 - *Not Every Other Day...*
 - *Not Every 3rd Day...*
- **High Value = Low Unsubscribe Rate**
- **Emails Drive People To**
 - *YouTube*
 - *Facebook Group*
 - *Other Properties*



ELEMENTS OF AN EMAIL



ELEMENTS OF AN EMAIL: SUBJECT

"Loud Pipes Save Lives" Is It A Myth?

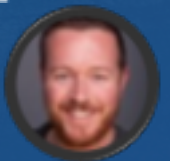


Received: [redacted] from yig s4.asa1.acemsa1.com
to me ▾



We're sure that you have heard of the phrase, "Loud

In short, this means that loud exhaust pipes allow of
motorcycle, which could prevent a potential collision



ELEMENTS OF AN EMAIL: BODY

We're sure that you have heard of the phrase, "Loud Pipes Save Lives"...

In short, this means that loud exhaust pipes allow other motorists to hear your motorcycle, which could prevent a potential collision.

Many motorcyclists believe this phrase to be true, while others aren't really sure if loud exhaust pipes can keep them safe on the road.

So, which stance is correct? Does this phrase hold some truth or is it a myth?!

Check out this video to reveal the shocking answer...

Watch Now >> <https://youtu.be/f>



Questions? Reply to this email or give me a call at [redacted] and I'll point you in the right direction.

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ELEMENTS OF AN EMAIL: FOOTER

Stay safe,

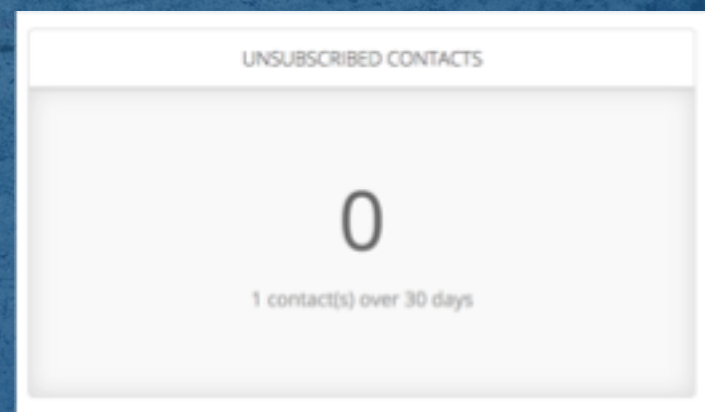
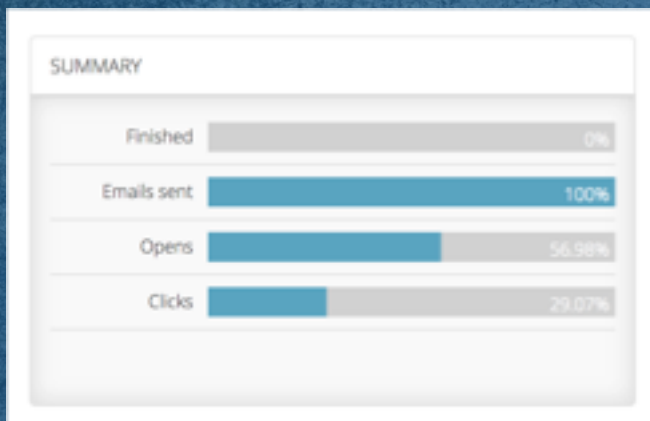
[REDACTED]



Join the FREE [\[REDACTED\] Bikers L \[REDACTED\] Facebook Group](#) for daily content related to all things motorcycles in the state of Georgia.



REAL EMAIL NUMBERS

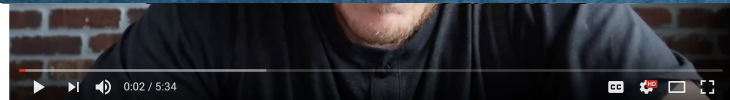


Industry	Open	Click	Unsubscribe
Legal	22.49%	2.99%	0.23%
PI Attorney	56.98%	29.07%	0.10%

*Source: <https://mailchimp.com/resources/research/email-marketing-benchmarks/>



YOUTUBE DESCRIPTION



Lawyer Marketing Advice for 2018: Your Law Firm's Business Card Sucks

426 views



Esteemed Lawyers of America (ELOA)

Published on Jan 15, 2018

EDIT VIDEO

Subscribe on YouTube: <http://bit.ly/joinELOA>

Join The Official Law Firm Marketing Facebook Group: <https://goo.gl/kDdkXJ>

Follow Me on Instagram: <https://goo.gl/YJiz7Z>

My Marketing Agency Website: <https://goo.gl/oNfsi3>

MY FREE MARKETING GUIDES:

FREE 15-Part Facebook Advertising for Law Firms Video Series (on USB Drive):
<https://goo.gl/smWkxM>

FREE Cheat Sheet - 3 Secrets to Getting More Law Clients Using Social Media:
<http://getlawfirmclients.com/>

Free Guide to Hiring a Law Firm Marketing Company: <https://goo.gl/d9yRF8>

Free Guide to Getting Your Clients to Leave 5-Star Reviews For Your Firm: <https://goo.gl/uDD3nx>

It's no secret that law firms face some fierce competition. There are a lot of lawyers out there, and you need to differentiate yourself to stand out and get new clients.

One of the best ways to do that is through a unique business card.

I'll show you how a change to your business cards can mean the difference in your client keeping your contact info or not.

I use a plastic, see-through business card that clients don't want to throw away. The card is too nice to throw out. For lawyers, this is a big deal! If your client keeps your card, then they have it when they need your services. You stay top-of-mind with these cards! They look professional and refuse to blend in with the same plain white business cards your competitors hand out.

You'll learn why they work so well, where to order them, and why you should never cheap out when it comes to your law firm's business cards.

- Include Standard Links
 - Use *bit.ly* Links
- 150 - 300 Words
- Description of The Video



WEEK 4 HOMEWORK

1. Create Landing Page (If You Didn't Create it In Week 2)
2. Create an Email For Each Video You Filmed Last Week
3. Setup Active Campaign Email Automation



WEEK 4

Q & A

