

Social Media MARKETING — FOR — LAW FIRMS MASTERCCLASS



Worksheet Questions
WEEK 1

ANDREW STICKEL

01 Evaluate a Few Niches That You Could Potentially Target Using the Chart Below.

	Motorcycle Accidents				
Are You Passionate About It?	Yes				
Are Others Passionate or Emotional About It?	Yes				
Does It Impact People's Lives?	Yes				
Are You Able to Profile Potential Clients?	Yes				
Can People in This Niche Afford to Pay You?	Yes				
Do Communities Exist?	Yes				

Social Media
MARKETING
— FOR —
LAW FIRMS
MASTERCLASS



02

Choose Your Niche.



03

Research and List Existing Groups on Facebook Related to Your Niche, Both Locally and Nationally. Join Existing Communities.

Social Media
MARKETING
— FOR —
LAW FIRMS
MASTERCLASS

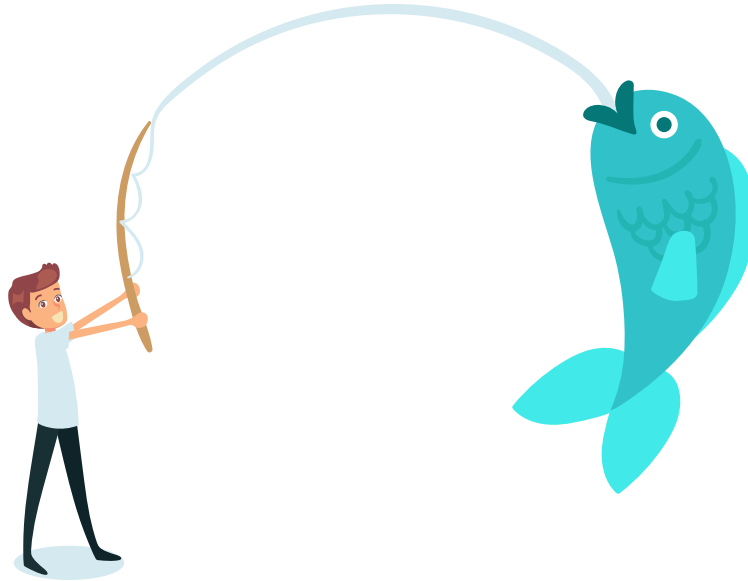


04 Where Can You Find Potential People to Answer Your Ask Campaign Questions?



05

Make a List of Potential Partners to Help You Distribute Your Ask Campaign Questions, If Necessary.



06

What Type of Bait Will You Create?



07

Write a Few “Click Bait” Titles for Your Bait.
Be Sure the Title Includes the Desires
of the Reader.



08

Write Down Any Additional Questions and Be Sure to Ask Them in the Private Course Facebook Group!
