

Social Media MARKETING — FOR — LAW FIRMS MASTERCLASS



Worksheet Questions
WEEK 4

ANDREW STICKEL



01

What is Your Landing Page Headline?
(Example: ATTENTION BIKERS: This Guide
Could Save Your Life)

**02**

List 3-4 Things The Reader Will Get From Your Guide. Be Sure These Items Evoke Curiosity. The Reader Should Not Be Able To Guess What The Answer Is To The Element Without Reading The Guide.

1. _____

2. _____

3. _____

4. _____



03

Write a Curiosity-Driven Email Subject For All Videos That Were Filmed In Week 3

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04

Visit Bit.ly And Create Short Links For All of Your Web Properties to be Used In Your Youtube Descriptions. Note the Short Links Here.
