



GENERATE  
**12 NEW PERSONAL  
INJURY CLIENTS**  
A WEEK

**A No BS, No Hype** Guide To Generating  
High Paying Clients On Demand

By **BRIAN KELEMAN**

Thanks for taking the time to download and read this report. What you now have in your hands are several years of hands-on marketing that has generated over thousands of leads for my clients and myself.

I've used this method for clients in many types of industries including but not limited to:

- Realtors
- Financial Planners
- Plastic Surgeons
- Insurance Agents
- Mortgage Brokers
- Consultants, Coaches
- All Types of Attorneys
- And many others...

If there's one thing you should take away from this report, it's this:

**Growing and scaling your law firm is impossible unless you can generate new clients on demand.**

The number one reason businesses fail in general is they really don't have a reliable and consistent way of generating clients.

Think about that for a second. **Right now in your business, can you generate high paying clients on demand?** Can you generate new business with a flick of a switch?

The answer is usually a resounding NO. But hey, don't feel bad. ***99.99% of attorneys are in the same position.*** What makes you different from them is you're on your way to doing something about it.

So who am I? My name is Brian Keleman and I'm a lead generation specialist. I wrote this report for a few different reasons:

1. I want personal injury attorneys to be able to grow their practice and all the benefits associated with that.
2. I want criminal defense attorneys to focus on their caseload and advocate aggressively for their clients, instead of figuring out where their next case will come from.
3. There's a lot of horrible information out there on how to grow a law firm, so I want to give you a no BS, no hype guide on what actually works. Read this whole report and I promise you'll be able to see red flags from marketing companies that ask for a lot and give little in return.
4. And most importantly, my goal is to help people who need the best legal representation to easily connect with AMAZING attorneys like yourself.

How would your life change if you had an integrated marketing strategy that generates red hot leads every week?

Let me try and guess what that would do for you:

- **You will** wake up excited every morning knowing that there are people coming to you, who know who you are, and are willing to pay top dollar for your representation because they have trust in your service.
- **You will** stop feeling like an employee of your own practice and can start hiring new attorneys to handle all the new casework you're getting.
- **You will** never have to guess where your next client is coming from, ever again!

- **You will** have 100% confidence that you can open a new practice anywhere in the country and still get clients coming to you no matter what.
- **You will** get to finally take that vacation you promised your spouse and kids a long time ago with all that extra time you have as a result of hiring your new associates.

If any of that sounds even slightly more appealing than your current situation then please remove all distractions around you **because** it will all be there by the time you're done reading this report.

This report is perfect for personal injury attorneys who have:

- reached a ceiling with their current marketing like: mailers, flyers, referrals, etc.
- general knowledge of the benefits of Internet Marketing but still don't know enough to move forward with it.
- been screwed over or seen underwhelming results by other marketing companies and want to know what the heck actually works for personal injury lead generation.

So before we get into the meat of this report, let's go over some lies you may have been told in the past. This will help you identify any red flags next time you're approached by so called marketing experts or companies.

1. You absolutely don't need any SEO for your law practice.
2. You don't need a big fancy website; especially a \$10,000 plus website from companies that rhyme with **"frylawyermarketing"** or **"torpion design"**.
3. You don't need a big social media following.
4. You don't need an army of testimonials to prove you're a credible lawyer.
5. You don't need an enormous marketing budget to see a positive ROI immediately.
6. You don't need to lower your prices to get more clients in the door.

I know those are bold statements to make, but I have solid evidence and logical rebuttals to anyone that thinks otherwise.

If you want any clarification on why those are red flags, don't hesitate to email me today at:

[brian@briankeleman.com](mailto:brian@briankeleman.com)

I'm letting you know this so you can prevent yourself from making any marketing investments that you'll end up regretting later.

Now that we have that out of the way, let's start digging into the nitty-gritty of what you can be doing to generate high quality leads on demand.

## Introduction To The Law Firm Marketing Funnel

So what is a marketing funnel and how can you benefit from it?

A **marketing funnel** (also referred to as a **sales funnel**) is an automated buying process that companies lead customers through when purchasing products or services.

This is typically what a marketing funnel looks like.



Here are some remarkable benefits of a marketing funnel for your law firm:

- **You only have to create it once** and make minor ongoing adjustments. Imagine if you ran 10 miles today, but received the health benefits of that every week for the rest of your life. Same concept with a marketing funnel.
- **You get qualified prospects coming to you** because unqualified prospects will automatically disqualify themselves when they go through the marketing funnel.
- **You build goodwill and credibility automatically.** Remember what I said about not needing testimonials? Your prospects should judge you on the credibility of the advice you give; not testimonials that may or may not be authentic.
- **You will save a lot of time.** When you create a report that addresses all the questions a potential client has that you normally answer during a free consultation, then the main focus of an initial meeting is more about issues with their case; not a discussion about why you should represent them.
- **Prospects won't need to "shop around for an attorney".** *99.999% of law firms don't use this kind of marketing system.* If you address their fears, concerns, and questions and provide a viable solution, the choice to hire your law firm suddenly becomes an easy decision.

# Marketing Funnel Blueprint

*3 Part Process Explained in Layman's Terms*

## Part 1: Target Your Customers Down to a Tee

I cannot stress how important it is to target your prospects. If you don't target your custom tailored message to the right people, the rest of your funnel will not provide any substantial results.

Let's use an example to help you make sense of this concept.

Pretend you are the owner of a **Pet Hotel/Daycare Center**. And let's say you are advertising an irresistible offer. Let's imagine that your irresistible offer is:

**First time pets can stay for a discounted rate of \$1 per night.**

Now you want to advertise your irresistible offer and you're trying to determine who's the best candidate for your offer.

### **Here's what 80% of people actually do.**

They will send out an ad to five of the most affluent cities within a 25-mile radius of their location and hope that this offer reaches residents that have pets.

### **Here's what you might do.**

You might be thinking of targeting your ad to all pet owners aged 25-40 that might be receptive to the offer and are located in any city within a 25-mile radius of your location.

### **Here's what I would do if you hired me to market your Pet Hotel.**



I would target **dog owners** aged 25-40 who plan on traveling or travel often and have shown great interest or affection in their pets. Once I make adjustments that reveal a pattern amongst dog owners, I would rinse and repeat the same process for cat, rabbit, ferret, hamster, and gerbil owners. Once I perfect that process, I would then target pet owners who have turtles, lizards, canaries, parakeets, parrots, and any other pets that fall into that category.

At this point, you'll probably need to open new Pet Hotels around the country just to handle the demand at different locations. ***Congratulations***, I just made you a millionaire and I can go to sleep happy every night because I also helped give peace of mind to pet owners who like to travel frequently.

You can also refer to this report to see the importance of targeting. I know for a fact that there are probably four different types of people reading this report.

**Person #1:** You're someone who's involved in the legal field. You might be curious about the information in this report while attending law school and have ambitions to open up your own private practice one day.

**Person #2:** You currently own a private practice, but you've been looking for a viable solution to grow your business because you desperately want better clients and more employees to handle new casework. Chances are you feel like an employee of your own law firm.

**Person #3:** You own or are a part of a successful law firm, but you are interested in finding a way to expand what you already have. You want to be the "**Larry H. Parker**" of your market and have plans of opening up new locations.

**Person #4:** You're a fellow Internet marketer who wants to see if this report has crappy content or valuable information. And if you are, I hope you like my work.

If you happen to be any of those four people I mentioned, then I really hope this report helps you and brings some clarity to your thoughts or ideas.

Because you're one of the top three people I've targeted intentionally, the custom message I tailored in this report probably gives you real insight into your problems and potential solutions.

But if I advertised this report and it fell upon the desk of someone who owns a construction company, I would bet he or she wouldn't bother reading this entire report.

### **How can you use targeting for your law firm?**

Let's start with baby steps. If you advertise on Google Adwords or on Facebook, don't create an ad for **Criminal Defense Attorney**. Instead, create an ad for the exact type of client you want. You should start by creating ads like this:

**Attorney for Car Accidents**

**Attorney for Motorcycle Accidents**

**Wrongful Death Attorney**

**Attorney for Pedestrian Accident**

So now that we've gone over the importance of targeting your potential clients, let's move onto the next element of your marketing funnel that is just as important, if not more important than targeting.

## Part 2: How to Create Desire for Your Law Firm

You're going to need a magnet... A Lead Magnet.

So what is a lead magnet?

A **lead magnet** is an irresistible and ethical bribe offering a specific chunk of value to a prospect in exchange for their contact information.

Here is something I've seen with past marketing campaigns I've created that I'd like to share with you:

As you continually *give amazing value* to your prospects and fill your pipeline with targeted leads, something magical will happen—sales will increase and your business transforms into something beautiful.

Before, I mentioned some benefits to this type of marketing. Those benefits are:

- **You only have to create it once.**
- **You get qualified prospects coming to you.**
- **You build good will and credibility automatically.**
- **Prospects won't need to "shop around for an attorney."**

That is where the lead magnet comes into play. A lead magnet can come in the form of a free report, a video presentation, or a webinar.

Here are some ideas I just came up with right now (which you are more than welcome to use for yourself):

- **5 Things You Need to Know Before Hiring a Personal Injury Attorney**
- **Guide to Winning Your Personal Injury Case**
- **What To Do After You've Been In A Car Accident**

Those ideas are just a start, so it's ok if your lead magnet might be named something more specific to a certain charge or topic.

Let's say you don't want to create a lead magnet, but you wanted to get leads coming to you right away.

You'll need a one page website that takes your targeted prospects straight to the offer.

When I tell my clients about this, they always ask the same thing:

***“But Brian, what if they want to learn more about us?”***

And I always tell my clients the truth; they don't. In the case that your prospects are an outlier and actually do want to learn more about you or your law firm immediately, displaying a phone number will give them the option to contact you directly.

But let's get back to the point, which is you only need a one page website. The one page website that will show your offer after someone has clicked an advertisement. This specific type of website is called a **landing page**.

You can simply use sophisticated drag-and-drop builders to construct your landing page. If you're serious about generating leads and tracking successful campaigns then there are only two options I recommend you use.



I personally use Unbounce but either of them will help you get started right away.

## Part 2.5: A Lesson in Persuasion

I hope you don't find that title insulting at all. I know attorneys are inherently persuasive, but for some strange reason I don't see that strength carried over into marketing material.

But that's where your golden opportunity is! Almost every single law firm landing page I've seen looks exactly the same.

### The common problems I see are:

- Way too much text.
- Too many distractions and over crowded pages.
- Too much focus on who they are and what they do.

All the law firms guilty of this come off as *vanilla*. If someone were actively seeking out legal help, it would be near impossible to know what firm to hire since every law firm has the same cookie-cutter message. **This is why potential clients feel the need to shop around for the right attorney.**

But in retrospect, I also understand why law firms use unnecessarily formal language in their marketing material.

I would assume they want to prevent themselves from being seen as unprofessional and lacking in credibility. And if you share those opinions I want you to trust me when I say,

**“Your prospects should judge you on the credibility of the advice you give.”**

If you've read this much of the report so far, I would like to think it's because you have some level of trust about what I've laid out for you so far.

You can go through this report and dissect all the things I've intentionally done in order to make this an easy read and for you to effortlessly understand complex methodologies behind Internet marketing.

You may even be curious about what results I could personally provide for your law firm because I've taken the time to show you that I understand most of your pain points and offer a solution on a silver platter.

When you apply the same concept in the copywriting of your landing pages or your lead magnets...

## Can you even imagine the results you would get by doing that?

And here's the thing. There are people who gravely need a white knight personal injury attorney to handle their legal issues!

So **please** don't make it hard for your potential clients to find you by blending in with literally every single law firm advertising on the Internet.

Let me just show you some examples of landing pages you want to avoid looking like, just so everyone is **1000% clear** on what's to be expected.

## Example #1 – Jacoby & Meyers Accident Lawyers:

No Fee Unless We Win

JACOBY & MEYERS LAW OFFICES

Free Consultation 1-800-489-2568

HOME AUTO ACCIDENTS PERSONAL INJURY WRONGFUL DEATH WORKERS' COMPENSATION

JACOBY & MEYERS AMERICAS MOST TRUSTED LAW FIRM

YOU HAVE QUESTIONS. WE HAVE ANSWERS.

Our experienced attorneys have years of experience and have collected millions of dollars for clients.

Click to Learn About Our Office

OVER 40 YEARS OF EXPERIENCE / NO FEES UNLESS YOU COLLECT / FREE PHONE CONSULTATION

**CAR ACCIDENT LAWYERS**  
you pay absolutely nothing unless we win your case!

Traffic accidents are one of the main causes of injuries and deaths in California. When you live in a highly populated area like Los Angeles or Orange County, you might be putting yourself at risk for being involved in car accidents and traffic collisions. Unfortunately, these accidents often cause injuries or even wrongful deaths. If you suffer injuries or have been involved in a car accident, it is always best

FREE CONSULTATION  
FIND OUT IF YOU HAVE A CASE

FULL NAME

JACOBY & MEYERS Live Representative Available. Hello, I am a Chat Representative. How may I assist you? [SEND CHAT](#)

## Example #2 – Earl Carter Law:

Criminal Defense | The Law

earlcarterlaw.com/riverside/criminal-defense-attorney/?gclid=CJfa8bZccCFUthfgdxH4O0g

HOME ABOUT LOCATIONS PRACTICE AREAS ATTORNEYS BLOG CONTACT US

Free Case Evaluations, Legal Defense Starting at \$695

(951) 367-2500  
Call Us Now!  
M-F 8:00AM-5:00PM PST

Visit Us Today!  
4261 Main Street  
Riverside, CA 92501

E-Mail Us  
Click Here to Contact  
M-F 8:00AM-5:00PM PST

Free Case Evaluation

Your Name (required)

Your Email (required)

Phone Number

Your Message

SEND

**Seven Reasons We Are The Best Riverside Criminal Defense Attorneys**

- Earl Carter has been practicing criminal defense in Riverside County since 1975, giving us a huge advantage.
- Our attorneys are highly skilled at helping clients avoid jail by fighting for acquittals, reducing penalties, or arranging jail alternatives such as work release.
- We may be able to appear in court for you. In most cases we can show up in your place, keeping you out of court, thereby reducing your stress, and allowing you to maintain your daily schedule.
- We are more-than-likely familiar with the District Attorney involved in your case because we have handled more cases in Riverside county in the past decade than any other firm.
- Our Local Experience is Unsurpassed. We are in the Riverside County Courts every single day defending our clients. This local experience and familiarity is a key factor in getting great results in court.



If you scan through those landing pages, you can easily see that there's too much information being thrown at you upon first impression. And even after reading the content on those pages, you'll easily see that they both don't do a very effective job of connecting with visitors that come to that page.

These two pages share a common goal. They want a visitor to perform one action when the prospect lands on the webpage.

Can you guess what that goal is?

Here's the answer:

The goal of those two landing pages is to get targeted website visitors to fill out a Free Consultation/Case Evaluation Form.

Here's what you could be doing with your landing page that would increase the number of people filling out a consultation form:

1. Remove all distractions on the page and long paragraphs. Just include a short bulleted list that answers this question for the website visitor.  
**“What's in it for me?”**
2. Offer an incentive to fill out the form. Your incentive can be, “We'll give you two FREE movie tickets when you become our client” or even better, “Receive our FREE guide when you fill out the form.”

Those are two useful tips you can implement when you start off with your lead generation campaign.

Before we move on to the last part of your law firm lead generation machine, there's something important I want to share with you about the two examples above.

Those law firms I referenced are probably aware that they can make a few adjustments to improve their landing pages and pay a much lower amount per lead, but the next section will explain ***why they probably don't care to.***

Earlier I mentioned that targeting and creating desire would be two important areas to focus on when creating a marketing funnel that produces high quality leads.

**However**, this last part will be **an absolute necessity** in order for you to generate clients on demand. So pay close attention, take notes, and read this report all the way to the end if you don't want to miss out on the results you've been chasing.

## Part 3: Getting Relevant Eyeballs to Your Offer

I'll start off by answering the cliffhanger from the previous page. Your question most likely is:

***“Why don't those two law firms care about improving their landing pages?”***

**The Answer:** What you see is already getting them an army of new clients.

You see, your law firm is no different than any other business; at least when it comes to marketing.

Marketing is a science. It is something you can learn, track, repeat, improve, and expect consistent results from with a small margin of error.

So what does that mean for you? I'm glad you asked!

Let's just pretend that your marketing funnel was a vending machine.

If you could insert one dollar into your **“marketing funnel vending machine”** and each time you did, the vending machine gave you back two dollars.

Would you continue putting more money into that vending machine if you received two dollars back consistently? Of course you would (*unless you hate money!*)

You should think of your marketing funnel the same way you think about that vending machine.

I want to help you by making you think back to something.

Think about your first time litigating in court. Do you remember how you felt? Your palms were sweaty, your body was shaking, and your heart felt like it wanted to jump out of your chest.

Why did you feel that way? Even though you knew what to expect, you felt this way because it was unfamiliar territory. You subjected yourself to this kind of torture because you knew you had to do it; you're an attorney after all.

The same applies with marketing. To bring relevant people to your offer requires you to make financial commitments. You have to take a jump in the deep end of the pool otherwise you'd never learn how to swim. What that means for your law firm is if you don't take a chance and leverage Internet marketing to your advantage, your current situation will never improve.

### ***How can I guarantee a marketing funnel works?***

Because you are going through the exact same process that I'm showing you how to do. And this is the same process your prospects will go through before they become a client.

Now that your mindset is prepared on how to view your marketing funnel, I'm now going to show you **what you need to do**.

Ladies and gentlemen, it's my pleasure to introduce you to:

Google AdWords



Google Adwords and Facebook Ads are based on an advertising model called **Pay Per Click (also referred to as PPC Marketing)**.

Each platform has their own strengths, but the thing they have in common is they bring you an immediate return on investment if done correctly.

**Here are three things you need to realize about PPC advertising on Google and Adwords before exploring this opportunity:**

- If you stick to the tips I showed you in Part 1 and 2, you will surely see an immediate influx of new leads.
- The beauty of Google Adwords and Facebook Ads is they serve such a large market that you could never run out of opportunities for new clients.
- The reason why more and more attorneys are using Google and Facebook to advertise is you are only charged when someone actively looking for your legal services is interested enough to click your ad.

If you're looking to create a marketing funnel to generate high quality leads for your law firm you should have determined your target market and created a simple landing page.

## Here is a rule of thumb when deciding what platform to use:

**Google Adwords** should be for event-based situations. *The lead quality of Google Adwords is higher but you'll be paying higher for each lead. Higher quality leads = better conversion/close rates.*

**Facebook Ads** is best for non-event based situations. *Lead quality is dependent on the effectiveness of your marketing funnel. You'll get the best results by going down the ebook download route as opposed to an offer straight to a consultation.*

What do I mean by that? Let's say there's a potential client that was just charged with a drug crime. If that potential client doesn't already have an attorney, the first place he or she will look is Google.

With Google Adwords, your ad will appear at the top of the search results. And here's the thing. Most people don't even notice difference between ads and organic search results. Here's what it would look like if you were advertising a Pet Hotel using Google Adwords.

The image shows a Google search for "pet hotel". The search bar contains "pet hotel" with a green arrow pointing to it labeled "search term". Below the search bar, the results are displayed. A red box highlights the top results, which are a mix of organic and paid listings. A red arrow points to the top of this red box with the text "your ads here". A blue arrow points to the "search results" label on the left. The organic results include "PetSmart@ PetsHotel", "Laguna Pet Boarding - 15+ Years of Kennel Experience", and "Heavenly Pet Resort - HeavenlyPetResort.com". The paid ads include "Small Dog Day Care", "Affordable Dog Boarding", "Laguna Hills Pet Boarding", "Luxury Pet Boarding", and "Dog Friendly Motels".

Now that I've covered "**the what**" of Google Adwords, let me explain to you "**the why**".

Let's take a look at the numbers.

If you want to get more clients to represent facing DUI charges and you plan to advertise on Google, you need to do the math.

**If your average revenue is \$3,000** for a simple car accident case, then you should be willing to spend **up to \$3,000** to acquire a car accident client.

You're probably **a little upset** about hearing that figure, **but let me explain** the reasoning behind it.

Answer this question.

**“How many clients can you secure, if you have 15 people coming to you interested in your legal services?”**

Everyone’s number is different. If you’re rockstar, that number should be around 60%. If you were on the low end, that number would be 20%.

For **\$3,000 in ad spend** let’s say 15 people have filled out a free consultation form on your landing page. That means:

**\$3,000** spent divided by **15 people** filling out the form = **\$200 per lead**

### **Formula For New Client Acquisition**

Low End:

**15 leads** times a **20%** closing rate = **3 new clients**

**\$3,000** per client = **\$9,000 Gross Revenue** (**\$6,000 Net Profit**)

High End:

**15 leads** times a **60%** closing rate =

**\$3,000** per client = **\$27,000 Gross Revenue** (**\$24,000 Net Profit**)

That’s the potential revenue when you’re willing to spend \$3,000 just to acquire a new client who you know is already looking for a lawyer!

**Another thing to consider:** Once that client has had a great experience with you, who do you think they’re going to call next time they run into trouble with the law?

These numbers are starting to look like that magical vending machine from before, aren’t they?



When you use Google Adwords correctly, you will always see more revenue produced than what you actually put in.

And the thing is, you don't even need an impressive landing page or creative copywriting to see positive results. But if you **do** use my techniques, you're going to see more revenue coming in for a much lower price than what the other law firms are paying.

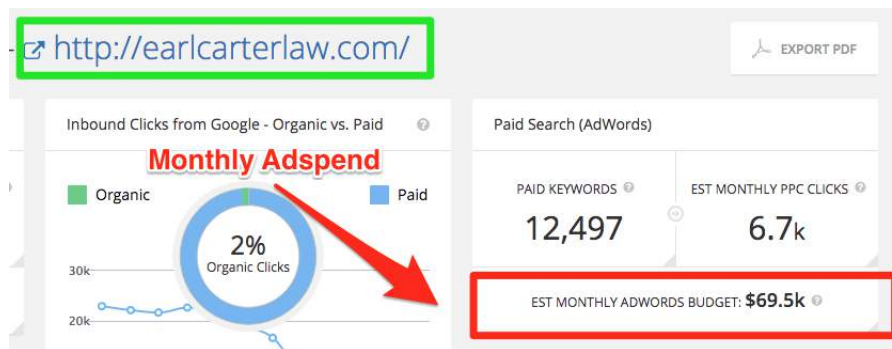
Remember the examples I showed you from **Jacoby & Meyers** and **Earl Carter Law**? Great!

Let me show you how much money they are spending on Google Adwords per month.

### Jacoby & Meyers spends \$157,700 per month.



### Earl Carter Law spends \$69,500 per month.



Looks like those two law firms have found their magical vending machine.

And here's the crazy thing. They're using only a small portion of all the things Google Adwords has to offer.

Your law firm can reap all the benefits Google has to offer today. It doesn't matter where you're located, how many years your practice has been open, or what you charge.

Now that you know a good amount about Google Adwords, let me tell you about the hidden gems of Facebook advertising.

### ***Why should you care about Facebook ads?***

*Because Facebook is one of the most untapped advertising platforms being used by law firms today.*

Few have tried. Most have failed. And I'm going to give you insider secrets on why that is and how you can use it to your advantage.

Law firms fail when using Facebook ads because they simply don't understand the purpose and differences between the two major advertising platforms.

Facebook is meant for non-event based situations. Here's how you can structure an offer:

**Do You Need a New Personal Injury Attorney? Download our [Free Checklist](#) to See If a Personal Injury Attorney is right for you.**

Let's break it down to see why I used that example.

**That ad assumes:**

- A prospect has already been involved in a situation where a lawyer is appropriate.
- A prospect currently has legal representation.
- A prospect is or knows someone who's unhappy with his or her current attorney.
- A prospect that clicks the ad is willing to consider hiring a new attorney if they are handed all the answers to the questions they might have.

Here is the most important advantage Facebook offers over every single advertising platform.

Facebook can target your potential clients better than any platform.

***Let me explain that understatement.*** If you take 10 of your best clients and analyzed each of them, you could make a list of things they all have in common.

Besides their age, occupation, location, gender, and race, you could find commonalities like interests, hobbies, dislikes, etc.

With Facebook, you can upload a list of previous clients or customers and Facebook will create a custom audience based on all the things those people have in common.

What this results in is laser accurate targeting. You might even notice this from your own Facebook account.

Have you ever seen a sponsored post on Facebook that shows you something you really like or have thought of buying or inquiring about, but never remembered searching for it anywhere?

You can thank Facebook's proprietary advertising platform for that.

What this means for you and your law firm is Facebook will be able to make an educated guess as to which Facebook users need a personal injury attorney and display your ad right in front of them.

But in order for your marketing funnel to be successful with Facebook, you have to really understand your target clients and you need to create an irresistible offer just for them.

Go to the next page to see a couple of examples of Facebook ads that have produced some huge results.

## Example #1



Official Paul Gough Physio

1 August at 10:37 · 🌐

Free Report: 7 Natural Ways to Help with Neck & Shoulder Pain.

How any person suffering with neck and shoulder pain can end it quick, before it gets much worse!

The 7 simple steps that will work even if you've been suffering for weeks, months, or years...and will help anyone frustrated by the lack of advice given by the GP or just hoping to avoid painkillers completely!



~ 7 Natural Ways to Help with Neck & Shoulder Pain ~

Yours Free From Specialist Physio, Paul Gough

Download

TO DOWNLOAD THIS AMAZING FREE REPORT CLICK HERE ==>

Like · Comment · Share

👍 Diane Risebury, Sally Singleton, Joanne Campbell and 2 others like this.

## Example #2



Digital Marketer

Sponsored · 🌐

👍 Like Page

Writer's block? Boost your content with these 212 blog post ideas, applicable to any niche



212 Blog Post Ideas

Want to produce more content, but not sure what to write about? We've developed a mind map of 212 blog post ideas... applicable to any niche. Click here to get it for free!

GO.DIGITALMARKETER.COM

Learn More

Like · Comment · Share · 👍 472 💬 16 📄 203

## Conclusion: Free Strategy Session To Build Your Custom Law Firm Marketing Funnel

At this point I think you have a good idea of what you need to be doing in order to generate new high paying clients on demand for your Criminal Defense Law Firm.

But let's face it. You're still nervous about some of the variables involved in order to get the results you deserve if you did it yourself.

That's what I'm here for! I genuinely want to see you succeed. I want you to grow your firm the right way. **It's 2017!** You deserve clients that pay top dollar for your work. You deserve to spend time practicing law instead of finding clients to represent. You deserve more time with your family and friends because you've been working too hard for too long.

And honestly, it would be my absolute privilege to be a part of your growing success.

Your firm works tirelessly and relentlessly to defend your clients. But who's fighting for you?

**Let me be your personal advocate.** All you need to do is apply for a free strategy session. But I need you to do it now because there are only so many people I can help at a single given time.

So click the link to find out more or type in the web address into your browser.

[briankeleman.com/consult](http://briankeleman.com/consult)