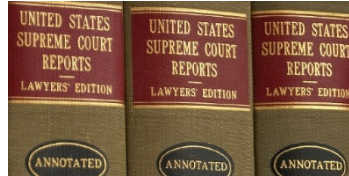




SUFFOLK ACADEMY OF LAW
The Educational Arm of the Suffolk County Bar Association
560 Wheeler Road, Hauppauge, NY 11788
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HOW TO RUN AND GROW YOUR LAW FIRM

Marketing Your Firm

FACULTY

Mike Morse, Esq.
Bill Hauser

Moderators: Karen J. Tenenbaum & Jay Sheryll

March 11, 2021
Suffolk County Bar Association, New York

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Bill Hauser is the CEO of the SMB Team, speaker, (newly married) husband, marketing magician, and dirtbike enthusiast. In the last four years, Bill has scaled his law firm growth company – SMB Team – to 300% Year-over-Year growth. But it wasn't always that way. Bill's entrepreneurial spirit was influenced by the 2008 recession that hit his family's business like a ton of bricks. With no shield or plan to protect against the crash, his family quickly lost everything...filing for bankruptcy and eventually resulting in his parent's divorce. From those trying times, Bill set out on a mission to recession-proof each and every business he could touch so that no

business owner would ever experience that same pain again.

The SMB Team is the fastest growing business-growth company in the legal industry. Providing cutting-edge digital marketing services, premiere legal marketing coaching, and industry-shattering online education. Servicing hundreds of clients in the legal industry, the SMB Team's mission is to help 10,000 business owners 10X their businesses.



Mike Morse is the founder of Mike Morse Law Firm, the largest [personal injury law firm in Michigan](#). Since being founded in 1995, Mike Morse Law Firm has grown to 150 employees, served 25,000 clients, and collected more than \$1 billion for victims of auto, truck and motorcycle accidents. Mike lectures across the country on the practice of law and how to build a successful law firm. Recently, he was named a #1 Amazon Best-selling author for his book on this topic, [FIREPROOF](#). Mike also hosts a weekly podcast, [Open Mike](#), where he shares advice on the law and brings important legal topics to the forefront. He is a member of the State Bar

of Michigan and the American Association for Justice. He is also involved with many charitable organizations including [Project Backpack](#), a program he founded that provides free backpacks and school supplies to students in need.

Mike has received many awards and accolades, including *Lawyers Weekly* Leader in the Law, *DBiz* Top Lawyer, Super Lawyer's Top Rated Lawyer, 21st Century Innovator and a Golden Gavel Award for his [award-winning commercials](#). He has garnered coverage from prominent news outlets and renowned publications such as *The Today Show*, *Huffington Post*, and *Lawyers Weekly*. He is often featured as a legal advisor on local news broadcasts in metro Detroit.

Mike is a native of Detroit, Michigan. He began his college education at the University of Arizona where he earned a Bachelors-of-Science in business. He graduated with honors in 1989, and then earned a Juris Doctor Degree Cum Laude from the University of Detroit School of Law.

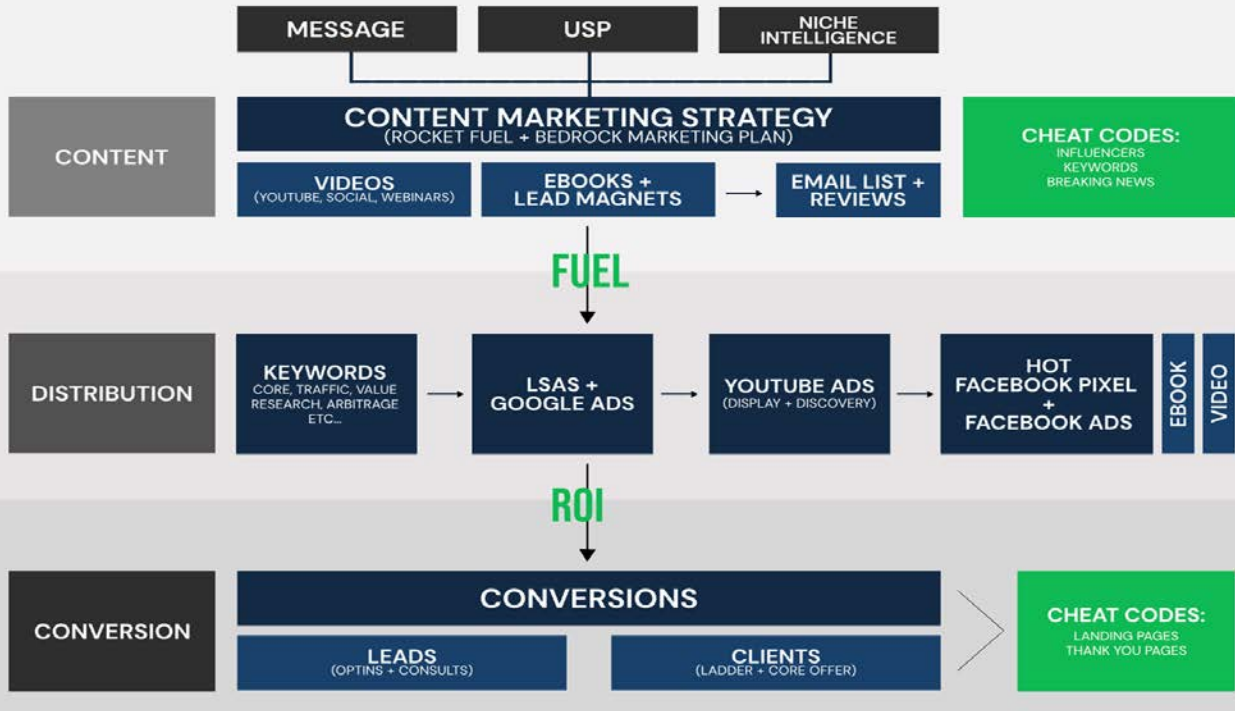
In his free time, Mike loves to golf, travel, and spend time with his three daughters.

For the latest news and expert advice from Mike Morse, connect with him on [LinkedIn](#), [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#).

My 2021 Lawyer Marketing Hypothesis

Your key is to create an “evergreen” marketing system that can predictably pull in leads and cases without it requiring much of your time or energy, AS you create goodwill content.

THE ULTIMATE 2021 LAWYER MARKETING PLAN



Before I continue...

I'm going to give you (virtual) gold called the “3x3 Framework”



Do I have your permission
To give you gold...

It's called the 3X3X3 Framework

3-Step Lawyer Marketing Equation

3 Lawyer Marketing Principles

3 Limiting Beliefs to FIGHT

The 3-Step Lawyer Marketing Equation

1

Case - Type
Breakdown

2

Embrace Case - Type
Reality

3

Your “Lead Volume”
Commitment

Step One : The Case-Type Breakdown

STEP ONE: How many new signed cases per month do you want?

Example: 20 Cases

STEP TWO: Ideal case-type breakdown

Example: 8 Auto Accidents (\$8K Avg), 8 Workers Comp (\$8K Avg.), 4 Construction (\$20 K avg.)

STEP THREE: Expected close-rate?

Example: Signed Cases / Consultations

STEP FOUR: How many leads do you need to reach your goals?

Note: Quantity is REQUIRED for quality



REALIZATION 1

You need hundreds of leads per-month.



Lead Abundance

As you increase lead volume, you can increase case VALUE without increasing the number of cases you take on per month and eliminate operational headaches



REALIZATION 2

Your **case - type breakdown** is PRECISELY how you should divide up your marketing efforts & spend.

Step Two : Embrace Your Case-Type Reality

- It's not enough to want a certain breakdown of cases. Reality might CONFLICT with you.

How To Embrace Case - Type Reality

- Does the demand in my market match my goals?
- Are there enough cases in each case-type to go around?
- Do people type this in?
- Is this a targetable niche?

How to check this? Keyword planner, Google Trends, SpyFu...

Step Three : Make Your “Lead Volume” Commitment

How many leads per-month must you get in 2021, at all costs?

Volume matters , even in High-net worth Family Law?

Volume matters , even in Catastrophic P.I.?

Volume matters , even in niche business law?

Volume Matters in every business on earth.

Note: privacy restrictions will ONLY GET WORSE.

In Summary...

1

Case - Type
Breakdown

2

Embrace Your Case -
Type Reality

3

Make Your “Lead
Volume” Commitment



How to prioritize your marketing efforts

For every 20 videos: 8 on Auto, 8 on Work Comp, 4 on Construction

For every \$20K spent: \$8K on Auto, \$8K on Comp, etc...

We could end here...

What you just learned is so valuable, we can just stop here.

3 Lawyer Marketing Success Principles

...What can Berkshire Hathaway teach us about marketing a law firm?

3 Lawyer Marketing Success

Principles

1

Create Goodwill & The
“Deserve It” Factor

2

Become a true
“Intelligent Investor”

3

Create Proprietary
Mental Models



1

Create Goodwill & Honor The “Deserve It” Factor



ONE: Create Goodwill & Honor The “Deserve It” Factor

☞ □ Good will raises all tides

☞ □ You can create Goodwill through:

Written word: E- Books, Blogs, etc

Spoken word: Videos, podcasts, webinars

! Giveaway your BEST STUFF for free. It’s the best way to filter out the “DIY” crowd that wouldn’t have hired you anyway.



2

Become an “Intelligent Investor”

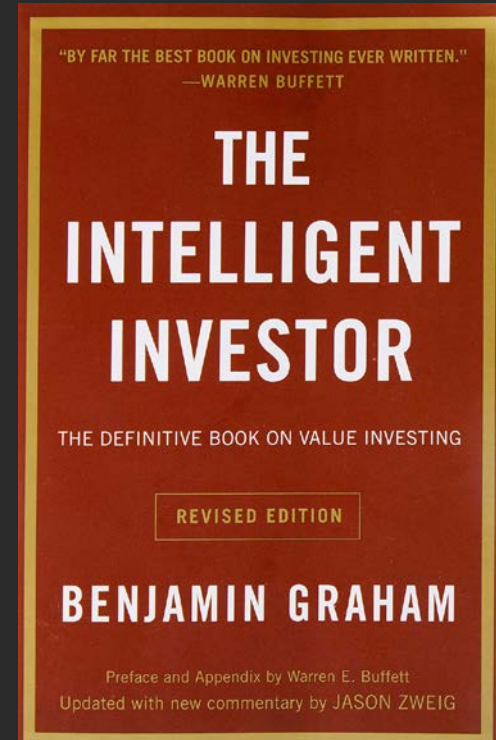
TWO Become an “Intelligent Investor”

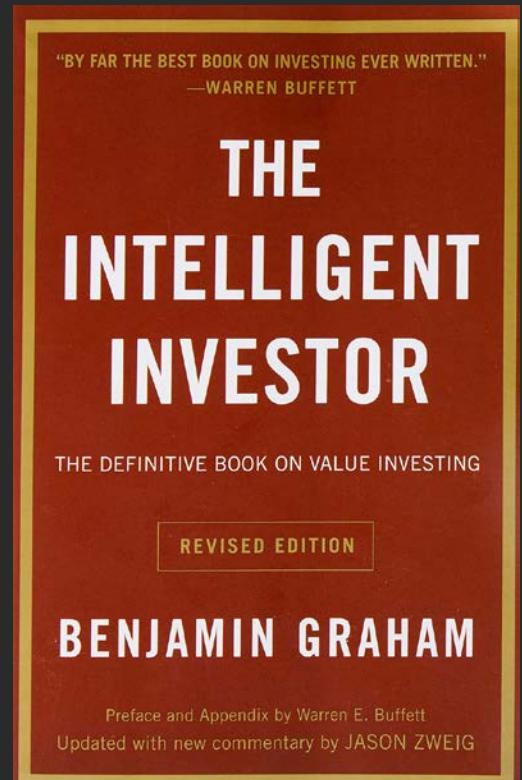
☞ Marketing IS investing

☞ Intelligent Investor’s know:

- “Buy and hold” strategies have the most predictable results (S&P 500)
- Sprinkle high-risk, high-yield stocks with your tried and true stocks
- Gain market intelligence ALL THE TIME
- Don’t lose money

☞ Picture yourself being a billionaire investor





3

Create Mental Frameworks

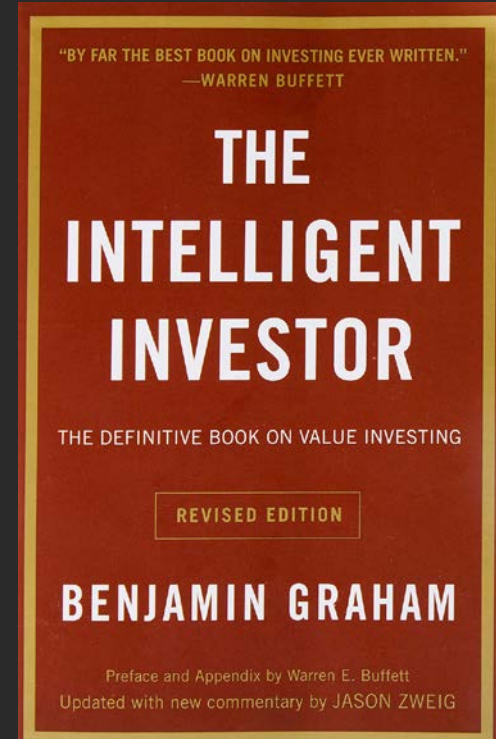
THREE Create Mental Frameworks

☞☐ What is your legal marketing wisdom factor?

- Knowledge + Experience = Wisdom
- Experience ties knowledge together

☞☐ Your OVERALL marketing framework (or strategy)

is more important than any one tactic



3 Lawyer Marketing Success

Principles

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Now for the last part of the 3X3...

These are the demons you'll be fighting all throughout 2021.

Top 3 **Limiting Marketing Beliefs**

Holding You

Back

1

Bad Money Beliefs

2

**Random, Vague
Marketing Tactics**
“Tactic - itis”

3

**Not Believing ROBUST
Lead Abundance**



If you were serious about your goals, **you'd spend more** , be more consistent and believe in lead abundance as your battle cry, right?



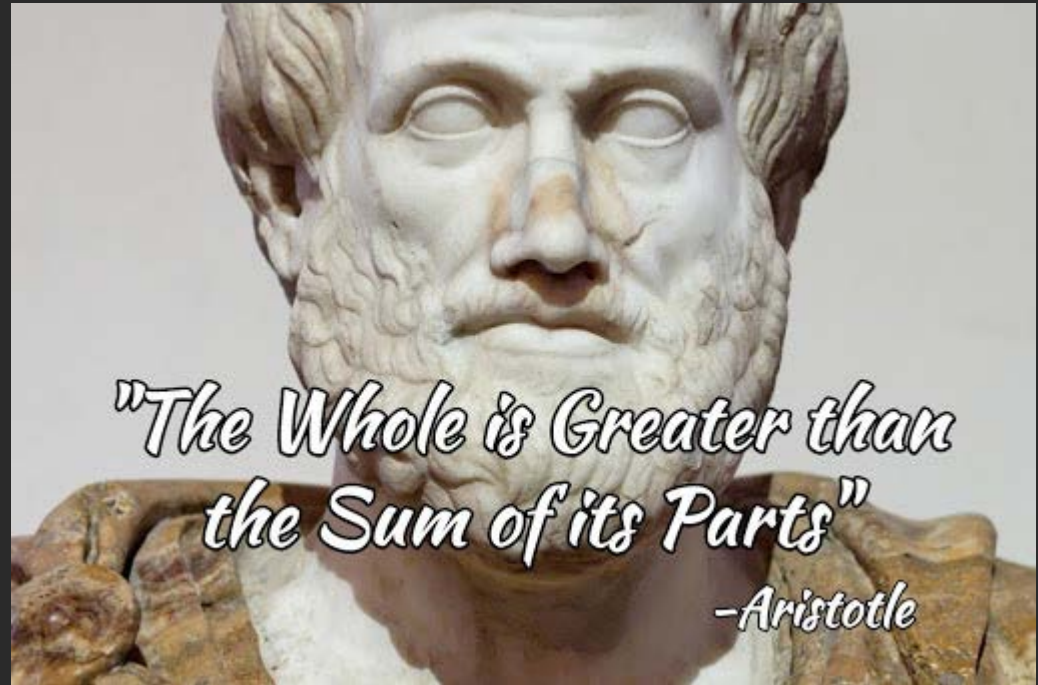
tac-tic-itis

/ 'taktik/itis

Noun: The habit of jumping around from tactic-to-tactic, abandoning one before seeing it to fruition. Thinking of major platforms as options.



The Cure



100

There's an unlimited number of options that you can go "all-in" on...BUT, the universe will reward you **MOST** for **CONSISTENCY**.

Your main goal in 2021

To create CLARITY. To go all-in on a few things that matter a LOT.



SCBA Lawyers Helping Lawyers Committee

The SCBA Lawyers Helping Lawyers Committee provides free and confidential assistance to those in the legal community who are concerned about their alcohol or drug use and/or mental health or wellbeing or that of a colleague or family member.

Assistance is available to the legal community including attorneys, members of the judiciary, law students, and family members dealing with alcohol or substance abuse disorder, other addictive disorders, anxiety, depression, vicarious trauma, age related cognitive decline and other mental health concerns that affect one's well-being and professional conduct.

**Please call the
Lawyers Helping Lawyers Helpline at (631) 697-2499
to speak with an attorney who will provide support and recommend
resources. All calls are private and confidentiality is protected under
Judiciary Law Section 499. (Lawyer Assistance Committee)**