

# HOW TO MANAGE A SMALL LAW FIRM

HAPPY LAWYERS MAKE MORE MONEY

## ANATOMY OF THE GAS CALL

BY RJON ROBINS



### The law of reciprocity cannot be ignored. What is it?

In social psychology, The Law of Reciprocity is when someone does something nice for you, deep within you lies a psychological urge to return the favor. Sometimes, there is the urge to double down and do something EXTRAORDINARILY nice in return. This is one reason for fitting these GAS calls into your schedule. The other reason is it simply brings you and your firm to the forefront of a former client's brain. Either way, both objectives are met with them.

### What is a GAS call?

GAS stands for "Give a Shit". When your lawyer calls you months or even a year after a case is closed, you truly feel that he or she still gives a shit about you and what is happening in your life. Wondering what to say? How to get started?

It goes like this... Ring, ring.

**Client:** Hello.

**Lawyer:** Hello this is YOUR LAWYER; May I please speak with (client's name).

**Client:** oh, it's me (confused) what's this about? Is everything OK? i thought my case was over. In my mind, you have long since forgotten about me like every other professional I have paid to do some service for me.

**Lawyer:** "Great to talk to you! There's nothing to worry about. I'm not calling about a problem with your case. Everything's all good. And I'm certainly not chaiging you for this call or anything. Nope, today, I'm just calling because every once in a while I like to call my clients and let them know I still care about what's happening in your life.

So...how are things going with you? Is now a good time to speak for about a half an hour or should we schedule another time? I was just wondering what your plans were now that you have put your case behind you?

**Client:** *(Thinking....)"Wait a minute, I mean I know you paid for your kids tuition with the money that I gave you, and took your family for a nice vacation, and maybe pay your mortgage, or maybe paid your car payment, or maybe there something else really great for yourself and your family with the money that I paid you. And I know you told me you really cared back when you asked me to put my life in your hands. But it never occurred to me that you actually meant it. I seriously thought I'd ever hear from you again unless I was calling to pay you or hire you again. Because I thought you never really gave a shit about me and thought of me is just a file. JUST LIKE MOST OTHER LAWYERS!!!!"*

"I have some time right now, how cool of you to call."

**Lawyer:** "Wow, I'm really sorry if we didn't make you feel that we care as much about you as we really do. How about it let's talk about what's going on in your life?"

*(Thinking...I'm sorry that I don't have a monthly newsletter that I sent you to let you know that I care, I'm really sorry I don't have an electronic newsletter that I used to keep in touch with you, I'm really sorry that I don't have any kind of actual marketing system that can keep in touch with you and maintain top of mind awareness for you so that you know I still give a shit. The fact of the matter is we did give a shit about you and the fact of the matter is we still do give a shit about you.)*

**Client:** Wow, no one has ever really asked me that before. I'm not exactly sure how to respond or where to begin. My friends don't even call simply to find out what's going on in my life, for real. No one has ever really asked me what are my future plans are.

*(Thinking..."You're going to have to help me through this a little bit because I've never spoken to anyone who actually gives a shit about me. Where do we begin?")*

**Lawyer:** Well, why don't we begin at the beginning. When you originally engaged our firm you you was interfering with your ability to do those things with your life. How is your wife, X, and your kids? Are you still working the same place? Do you want to keep working there in the future? Do you still rent or have you been able to buy your own home? At the end of your case I suggested that you get some life insurance for your kids, have you gotten around to doing that? I suggested a great book for you called Profit First, have you had a chance to read that yet?

**Client:** Um, no, I have not done anything...I still really want to though. I still have hopes and dreams and goals and plans. And I could really use some help to make my life better. I could use a referral to a mortgage broker and to get that insurance, I need a referral to an insurance agent. Do you know a good realtor, I need a referral to a realtor, I need a referral to a moving company, I need a referral to an automobile dealership, I need a referral to a good recruiter, I need a new accountant, I need a new job, I want to start a business, I need to do estate planning, my friend just got injured in an automobile accident, my neighbor is going to get divorced, my sister wants to adopt some kids, my friend from college needs to file bankruptcy, I have a coworker that just got a DUI.

**Lawyer:** Well I really do give a shit about you so let me help you with all of this.

Does every GAS call produce more business instantaneously? Come on now, no, of course not. Yet now, you have proven again that you cared when you didn't have to. That nice gesture looms in this person's mind, nudging him to do something nice for you in return. You can be certain that when he learns of someone with a problem he knows you can solve, or even if you can't solve it, you can find someone who can. Guess who he is calling and guess who he is going to refer to his friend? That's right, it's YOU. And even if that doesn't happen...you are able to help your Team 100 referral partners by giving them some business and spreading around good will like nobody's business. There's literally no downside to this notion of ACTING on Giving a Shit. Schedule your GAS calls and develop it as a new habit.

# HOW TO MANAGE A SMALL LAW FIRM

HAPPY LAWYERS MAKE MORE MONEY

GROWING LAW FIRMS IS OUR BUSINESS

## IRON SHARPENS IRON

\$79



2018 ISSUE 4



### The Art of Hiring

Unemployment has reached its lowest point in 50 years. When anything is scarce, as humans, we can be tempted to become less choosy, to settle. I would argue that being choosy and systematic in your search is even more critical now. I mean the people you put into your law firm must be right—because when a wrong one makes their way in, you are screwed. A booming market is not a time for you to hire from a resume or worse, hire based on 15-minute chat. Allow me to explain.

There is less margin for error when fewer qualified candidates exist. The cost of hiring mistakes can be steep and when you do not hire correctly, you could be piling on more pain by finding yourself wasting your energy on having to kick the wrong one to the curb and go back to the well all over again. Ugh.

Hiring is an art. Think about it. You are creating a legal workplace where real problem solving is happening. People want to be a part of what you are doing, they simply do not know it yet. Hell, the person you are looking for is hungry, hungry for a no BS firm where the lawyer is not crossing his or her fingers hoping the phone rings. The person you are looking for gets the difference between wondering about ROI and nailing it. There's a delicate balance of putting YOUR firm's best foot forward, but at the end of the day, the person you sit in front of for a face to face interview should have done the homework of investigating your firm and is prepared for the conversation.

In the traditional hiring process, you have no idea if the resumes piling into your inbox are candidates you want. No one in law school told you how to hire and it is likely your own experiences are less than stellar. I am telling you right here, do not make it too easy for people to come to work for you. When you are deliberate in your hiring practice, you are yelling it out to the world that your firm is not screwing around. Besides communicating to potential candidates that it really matters to you who works on your team, the challenge you direct your candidates to do does even more--it weeds out the losers.

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# HTM POWER LUNCHES

Power Lunches are powering through the country, opening attorney minds, empowering law firms, and building referral networks. These business basics lunch events are hosted by HTM law firm owners in various cities. The members invite their colleagues nearby for a rare chance to learn a specific law firm business topic. In the time of a lunch hour, these law firm owners may learn more about running their firm than they ever have before.

Another benefit is the hosting lawyer deepens his or her relationship with an entire room of attorneys.



## POWER LUNCH A Post-Power Lunch Download



Marieta Ferrington

Colorado's Bluestein Law Firm, soon to be Rocky Mountain Law Firm, hosted its first Power Lunch "Power Lunch: Beyond the Law" taking a strategic approach. Marieta Ferrington, Director of Marketing and Business Development, Bluestein Law Firm, hand-picked lawyers that their firm wanted to engage more deeply focused on building relationships and making their law firms become more profitable.

Using the HTM tools, Marieta reached out to attorneys offering them a learning opportunity that had potential to move the marble in their business with Profit First information, right away. The invitation was followed by four e-mails. (These included two video invitations from Philip Bluestein and from guest speaker Lynn Mattice & Mike Michalowicz, author of Profit First). We also sent a video thank you message from Philip to all invitees who RSVP'ed for the event.

- After the event, we included a five-question survey in our thank you email. Philip also sent personally written thank you notes to all attendees;
- We have scheduled individual networking meetings for Philip with each of our attendees to build on our new relationships;
- We created a Facebook Group called "Power Lunch: Beyond the Law" so all interested parties can view pictures, videos, and information about future events.

When is YOUR next Power Lunch?

# HTM CONNECT EVENTS

**LIVE QUARTERLY MEETING**  
July 20th-22nd — Orlando, FL  
Ritz-Carlton Orlando Grande Lakes

**POLICIES & PROCEDURES WORKSHOP 202**  
Aug 3rd-6th, 2018 — West Coast

**STAGE TIME with Dennis Cummins**  
Aug. 7-9, 2018, Las Vegas, NV

**WEEKLY PROGRAM EARLY WORKSHOP**  
Aug 11th-12th — Miami, FL  
Ritz Carlton Coconut Grove

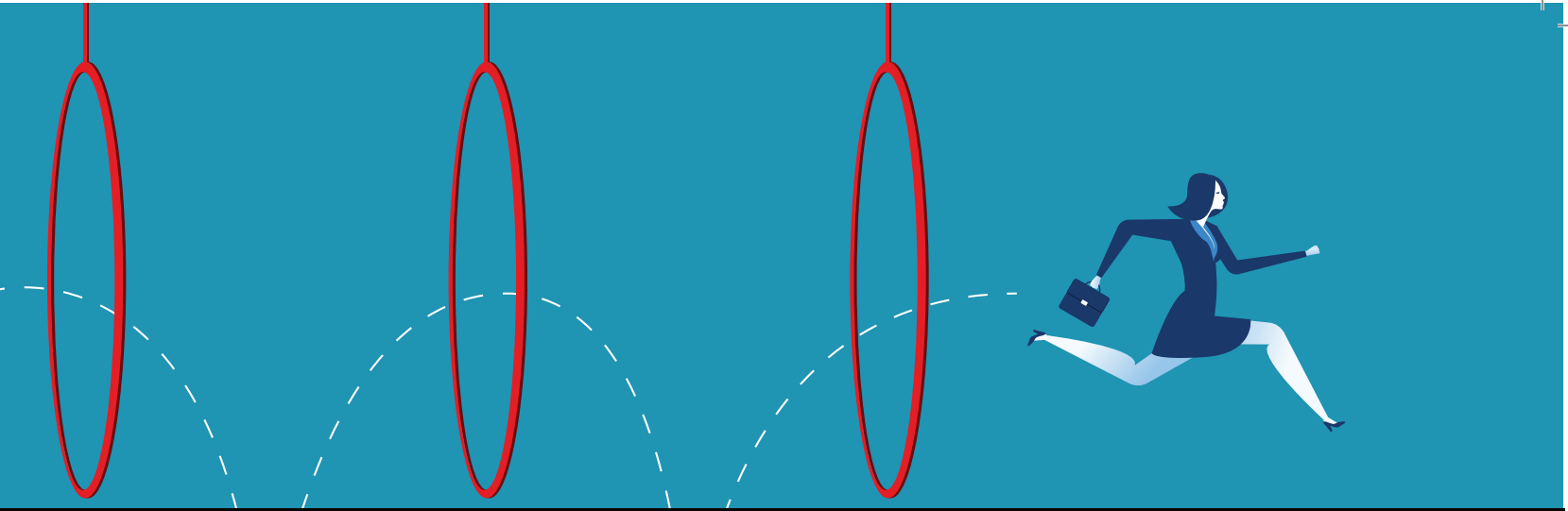
**TAX WORKSHOP**  
Aug 18th-20th — Miami, FL  
Ritz Carlton Coconut Grove

**BUILD AND DIRECT A SUPERSTAR CAST**  
September 21-23, 2018 / Location TBD

**BUSINESS PLAN WORKSHOP**  
October 17-18, 2018 -- Lake Las Vegas, NV, Westin Lake Las Vegas Resort & Spa

**LIVE QUARTERLY MEETING**  
October 19th-22nd — The Westin Lake Las Vegas Resort & Spa, Henderson, NV 89011

**LAW FIRM 500 CONFERENCE**  
Oct. 18th-20th — Las Vegas, NV



## THE ART OF HIRING - RJON ROBINS

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Each year, people get all fired up, grab me and tell me they want to come and work for me as a coach. What do I have to do? I would love this! Blah Blah Blah Right now, I can think of five people who told me this yet not one ever as much as take one simple step to follow up with an email or a phone call. Getting it right by investing the work in preparing your hiring process and finding the right people will pay off for you in the end.

### Three How to Hire a Bad Ass Superstar Tips

1. Hire people who Get Shit Done. Don't hire for skills and experience. Think about it. Is it really important to you if someone has four or seven years of experience? Or do you REALLY want someone smart, hungry, and committed to getting shit done. You want someone who doesn't know the meaning of the word "I can't", excuses are not in their DNA. The person you are looking for is someone who learns quickly and can buy into your way of doing things. Pick the wrong person and you'll spend a lifetime arguing every single policy or procedure. It's a total waste of your time, not to mention your money.
2. Challenge your candidates to pay attention. In the opening paragraph of instructions for applying, slip in a specific request do something. Instruct potential candidates to include a detail in the subject line like spell their name backwards or put the day's date in the subject line. My brother-in-law taught at the college level and would keep students on their toes by embedding correct answers to impossible questions in the instructions for the final exam. Those who took the time to read the instructions, learned the answers. Those students who were not thorough—usually about half the class- failed to get those questions correct. When your employees skip

by the details and ignore directions, it will cost you in more ways than I can even go into here.

3. Lose any resumes with any typos. Period. Anyone who does not take a document seriously that serves as the person's only way to introduce themselves has no place in your firm. Enough mistakes happen. There's no way you need someone who doesn't even pretend to care about mistakes. Enough said.

You will be hiring and rehiring until you die. Peoples' lives change, your firm will change and grow, and your staff needs are going to change and grow. Create your thoughtful hiring process and do not deviate from it.

### Breakdown on The Former Employer Reference Call

"Hello? I have a couple of questions about your former employee...."

Two Powerful Questions to Ask Former Employers About Your Candidates:

When you have your favorites chosen, do not miss this last step. The results of these questions will supply information you cannot glean from anywhere else. Call all employers on the candidates' resume, whether or not they are listed as a reference. You have no idea who will be answering your questions so make certain to learn how closely the two worked together to be fair. These two questions will reveal much. Tell the person if they choose to not answer a question, give them an out to avoid an uncomfortable position. Say you will interpret silence as a "no".

### ASK:

1. Would you rehire employee or not, I need to know?
2. Was this person excellent and were you sorry to see them go, I need to know?



# WHAT MAGIC CAN YOU MAKE IN 90 DAYS IN YOUR FIRM?

Magic was probably the last thing you expected to find at How to Manage a Small Law Firm. There sure wasn't any magic in law school. When you opened the doors to your firm, you probably had a glimpse of that magic. But then real life happened. You found your way here and now you are wondering if you really CAN make the magic happen.

Pay attention now. We're going to give you the secret. Right now. **Wait For It.**

Consume Everything. Look, it is no accident that the US now has hundreds of very happy, very successful solo attorneys walking around. This is news. These law firm owners are spending more hours at little league games and less hours billing. Every day is spent the way they WANT to spend it not scraping away HOPING for more business, hoping they can get home one night before the street lights go on. There has never been a moment like this in time. We figured out what to deliver and what you need, and precisely the right time you need it. And now, we've even figured out a way to deliver it to you so that you have absolutely no excuses. The HTM APP.

## IMAGINE

- The mystery of marketing now is a clear, simple equation.
- Your firm is actually MOVING forward, you see the tangible results.
- You can see your weekly, monthly, quarterly targets are crushed, time and time again.
- You can FEEL progress, real progress and your clients are throwing up five star ratings every single day.
- Best of all, your life is back in your hands.

Take all the logic out of this. Lifestyle is not had with logic. Lifestyle is had with the right mindset and the tried and true lessons that do not need testing. Stop the fighting going on in your head. download the APP. Listen to the Lessons. Put the Work In.

## What Tools Are In Your Magic Bag? FIVE TOP FEATURED HTM TOOLS FOR SUCCESS

1. ATTORNEY TIME VALUE INDEX CALCULATOR - We can put a man on the moon but we still haven't figured out how to deliver more than 24 hours a day. We all got the same. We do not automatically know how to manage our days. And, after many years of bad habits, getting some help in measuring our productivity can be huge. Monitor your productivity and figure out how to make your time work for you rather than against you.
2. CLIENT GRADING SCALE - Remember when anyone who had a pulse was your "best client"? The more time you waste with clients who are determined to own you, the longer you prolong your agony. Learn this Client Rating Scale and train your staff on how to spot and rate clients. Your firm will be happier, more productive, and you won't have to bang your head against the wall every time you see them on the caller ID.
3. MARKETING AND SALES DOCUMENTS - These are too important to only choose one. The bottom line? What gets measured, gets done. Take some time to study these and make them yours. Work with your Dragon and indoctrinate him or her. One great one is the preconditioning document. The more time you and your staff spend getting this preconditioning protocol down, the less time you will spend training your clients after they have hired you. Time is saved, clients are happier, staff is happier, your firm makes money.

4. TEAM 100 - This one falls under Marketing and Sales but deserves its own category. Building your referral team in the community is a friend-making activity that is priceless. You invest time from the beginning in building deliberate relationships, share useful information and get to know them, and ultimately, refer them. With referrals touting a conversion rate of upwards of 80 percent, you may not immediately see results in 90 days, but once you do, they will keep coming your way.

5. MINDSET CALLS - When you attend your first LQM, you brain separates from your body and literally soars above you. Each moment that separates you from the powerful content and energy lowers your brain back to its original home in your head. These mindset calls are in place for a relaunch anytime you need it. Recordings are in the Library just waiting to be your own personal development classroom in your car, at your desk, waiting for kids in the school pick-up line, or wherever YOU happen to be. Use them and get your head straight.

## Evidence That Magic is Real

**Brana Williams, Myrtle Beach, Indigo Family Law**  
*We help families find their new normal through Divorce, Custody, and Adoption Situations.*

Brana went to Train Your Dragon in third quarter 2017. She had tried a non-attorney salesperson. She was in the process of training him when the workshop came up and he couldn't make it. While Brana was at the training, her dragon met with 13 potential clients.

**Brana:** "I learned some interesting news from my dragon when I got back. Turns out, I had picked the wrong area to practice in. Plus, my fees were too high. Hmmm. Also, the PNCs were ready to sign but they didn't want to pay what we were asking.

Brana had not planned to attend the LQM. Money and liquidity had been an issue. When our dragon was told, "If you would only sell \$50,000, she HAS to bring you (to LQM)." That challenge is all it took. The money rolled in after that. Hiring a true non-attorney sales person gets it done.

**David Gibson, Dallas, TX**  
*We help Small to medium businesses solve big legal problems from concept to courtroom.*

I started two years ago. Revenue was \$189,000 a year. I did the math, and we are going to do \$650,000 this year. Since the last LQM, I lost my office manager who threw a temper tantrum.

I practice law about five hours a week. I have a trial next week that will probably be my last. After 600 cases in 25 years, I think that's enough. We opened a title company and we booked \$30,000 in premiums in our first month. I thank HTM for the time and the mindset to get this done.

# LAW FIRM 500 A LEGION OF COURAGE

"As for you, my fine friend, you're a victim of disorganized thinking. You are under the unfortunate delusion that simply because you run away from danger, you have no courage. You're confusing courage with wisdom. Back where I come from, we have men who are called heroes. Once a year, they take their fortitude out of moth balls and parade it down the main street of the city and they have no more courage than you have. But they have one thing that you haven't got - a medal. Therefore, for meritorious conduct, extraordinary valor, conspicuous bravery against Wicked Witches, I award you the Triple Cross. You are now a member of the Legion of Courage."



--The "Mighty Oz" in Presenting Cowardly Lion with Medal of The Triple Cross.

## A Legion of Courage.

Who doesn't want to be a member of that crowd? Law Firm 500 is its own Legion of Courage. Those who have applied to Law Firm 500 these last two

years are now members of this extraordinary group of firms. There are 47,563 law firms in the US. Those on the list now bear a distinction among a sea of nameless others. The emblem of Law Firm 500 Fastest Growing Law Firms in America for 2018 is theirs forever. These law firms have worked hard and applied all they knew to help as many people solve their legal problems as they knew how to do. These law firms have toiled, and now, their day in the sun is here. You know that courage, you are living it. Isn't it your time?

## Your Reputation

Being named to the Law Firm 500 instantly increases your social cred. And, the tools to leverage this honor are already developed and available for firms named to the list to yell the great news from the mountaintops. Honored law firms do not miss a beat having to recreate the wheel or figure out how or when to use them—the marketing kit lays it all out. You release the great news everywhere! The area business journals print your news. Team 100 referral partners congratulate your firm's efforts! Your equity in the marketplace soars. Clients are sending cards and vendors are stopping by to shake hands. A hero? There are scores of clients who think so...and now, so do your peers and partners.

## Your Team

When staff discovers the news, they, too, share in the acclaim. They get it that they helped this effort forward and are looking ahead to the next milestone. When a "win" like this happens, the team just works better.

## Your Tribe

Probably the most valuable part is the new critical mass created among you and entrepreneurial attorneys across the country. You share ideas, delve into industry trends, and talk best practices. Imagine having a

cadre of talented, like-minded entrepreneurial attorneys you can bounce thoughts off, ask for vendor referrals, and solve problems no one else would understand. **Priceless.**

## Get Your Law Firm 500 Conference Tickets NOW! SPACE IS L-I-M-I-T-E-D!

Every industry has its own version of recognizing excellence, and Law Firm 500 is OURS. This gathering of industry excellence is a first for the legal industry. Its main purpose is to reveal a mindset of success to lawyers across our nation working to grow professionally, as entrepreneurs, and most of all, personally. Law Firm 500 is an inspiring two days where you will receive what you need to structure the law firm of your dreams.

You have thought to yourself, there must be a way to have the success you want without giving up your life. These carefully prepared sessions will delve deeply into every aspect of a what it takes to grow a thriving business. Experts have been hand selected across the nation to bring you workable, actionable templates for marketing, management, client services, financials, and much more. All this wisdom, experience, and content in one place just doesn't happen very often—this is a rare opportunity. Don't miss it.

This event WILL SELL OUT. Procrastination is your enemy. Act Today.

Isn't it the perfect time to amp up what you are doing by learning from industry minds who have achieved law firm success, over and over again. It's YOUR turn.

## Keynote Gold - Erin Brockovich

Keynote Presented by Consumer Activist Erin Brockovich, inspiration for the Oscar-winning Julia Roberts film bearing her name. A legal rebel and legend, Brockovich's claim to fame—contributing to the largest direct-action lawsuit in US history of \$333 million—continues her work advocating against the suffering of innocent people around the world.



Erin's talk launches an exciting evening of awards. The energy and excitement in the room is electric. After feeding your brain with information meant to help you break free of bad habits and limiting practices, you will experience the explosive and dazzling truth of watching law firm owners garner praise and accolades for their hard work. Law Firm Growth in percentage points you have never dreamed or imagined will be touted. Dream it. Be it. Get There this October. Visit LawFirm500.com for details on tickets.

**October 18-20 Westin Lake Las Vegas Resort & Spa  
101 Monte Lago Boulevard, Henderson, NV 89011**

*Nearest Airport, McCarran International Airport, 30 min away*



# HOW TO HIRE AN SEO EXPERT FOR YOUR LAW FIRM



## HTM Approved Vendor



**John Ayers** | Founder & CEO



### Company Profile:

At Sting, our mission is to broaden the market reach of entrepreneurial companies so that these companies, in turn, can enrich the lives of more people. You have a great business, product and service and it is frustrating why more people do not know about it. We dive deep into your company, to build websites, content and marketing messages to your direct audience, to engage them, convert them to a leads, appointments, and build them into advocates. Our solutions are individualized and dynamic, with objectives and key results created to keep us accountable and the process transparent.

In my early days of doing SEO in 1998, it was easy to fight the 10-legged insect. Today it has become the thousand-headed beast. While in concept, SEO (Search Engine Optimization) is fairly straight forward, in order to generate a perpetual ROI (Return on Investment) machine, SEO becomes quite complex. Because of the complexity and value it creates, it has sprouted multiple new specialty jobs that support the five main pillars of SEO.

### What are the Five Pillars of SEO

To battle in the competitive areas of law, your SEO expert should be able to deliver on the five pillars of SEO. Like a unicorn, it is quite rare to find one single person that can design and execute independently on

a SEO plan. They must have a wide range of skills from technical knowledge, writing, design and user experience, analytics, and a business acumen.

The first pillar is setting the strategy and making certain it aligns with you law firm's client acquisition goals. This requires knowledge about your website, your firm, practice area, your ideal client and their persona, and the competition.

Once you have the initial research completed and strategy built, the other pillars of SEO, come into play in order to execute on the strategy. These are:

- Technical SEO- Fixing and optimizing the code behind the scenes.
- Content Marketing- writing appropriate content for the website
- Link Building-researching and building high quality back links to your website
- Conversion Optimization- enhancing conversions for visitors and click through rates

### Where to Find an SEO Expert for Lawyers

It seems like on every corner, there is a self-proclaimed SEO expert ready to help you rank on Google. The careful selection of your SEO expert, should be treated with due diligence and investigation beyond the slick salesperson. Let's start with the main types of SEO experts, and how to locate a good match for your law firm.

1. In-house SEO Manager. A good in-house SEO manager should have a general understanding of the five pillars of SEO and is typically very good at the overall strategy. In many cases, they may not be able to do all of the five-pillars but act more as a project manager, in ensuring these resources are found. Bear in mind, that not only will you be funding their payroll, but also the freelance workers they will need to hire, and the tools for SEO that they will need to purchase in order to do their job. If they are very good.

2. Freelancer or One-Man Show. Typically found in places like Craigslist, LinkedIn or Upwork, these self-proclaimed SEO experts, sell their wares with the promises of getting you to #1 spots. In our research, we have found that many have anywhere from 1-12 months of practical experience and are usually doing this as a second job or because they were released from their last employer. Additionally, they are lacking in strategy and can best be placed doing one aspect of the five SEO pillars under careful watch and aligned with a managing strategy.

3. The Agency. Marketing agencies come in all shapes and sizes. There are two aspects to look at when you are researching agencies. The first is about their core value proposition. Check to see if they are promoting their packaged plan services or if they speak about return on investment for their clients. I don't know about you, but I want to know every dollar I am investing is generating a return and they should have a strategy designed to be able to get you there.

The second aspect, is looking at the original foundation of their business to determine if they can successfully deliver on their promise. For example, did they begin as a business coach or book writer and all of a sudden are pitching their SEO expertise? Are they employing the team members or are they just subbing the work out to another agency?

Size does matter. Smaller, boutique firms may be able to provide more customized services and communication compared to larger agencies. They still retain enough people to have specialists on the SEO team, rather than one generalist. Many large agencies hire unpaid interns and have a revolving door of recent graduates who know as much about SEO as they do about divorce law. If you expect consistent growth, you need a good strategy delivered by a stable team that understands your business completely.

### Known SEO Scare Tactics

1. Mobile optimization. These calls or emails come in saying your website is not mobile compatible and needs to be rebuilt before Google chops you at the knees. While it is a large ranking factor with Google, your site may be just fine. Have a qualified expert walk you through what is right or wrong.
2. Directory listing consistency. We have seen this from even large players in the legal directory and marketing space. They claim that your directory listings have inaccurate data and need to be normalized. Again, while this is a true piece of ranking a site, it is a small component. Nothing to fear here but it may need to be resolved.
3. Slow load times. Your website loads slow. How do you know? Compared to what? Is it bad? How bad? Again, another way they place fear that you are losing valuable clients, because they aren't waiting for your site.

4. Known broken links. Oh no. You have a link that is now broken on your site. Or maybe dozens. While yes, this is bad, it is like paying for stitches when you need a small band aid.

### Scare Tactic Players

So, who is causing all of this fear and commotion? There are several types of players that are doing this and preying on fear to have you engage with them to fix them and save your life. They live on the "churn and burn" mentality hoping they can get several months of payments from you before you realize their scam.

1. Contact form Spam email. These are "scripts" or bots submitting the generic email into your contact form. While some comes from SEO firms or individuals directly, a majority originates from offshore lead generators. They are baiting their hook and when you bite, they sell your lead to a US based SEO company to then call and sell you.

2. Resellers. Self-proclaimed experts out there (including many very well-known companies) do not provide SEO themselves but sell you and then pocket huge margins as they contract it all out to offshore companies\*. These offshore firms, are factories that have no strategy, do not understand you or your business, and do the same tactic month in and month out whether it is a law firm in Phoenix or hair salon in Tampa.

\*Note: We have been asked to resell our services however an overwhelming majority is offshore.

### Qualify your SEO expert

All of us can do better. We can make improvements in every area of our life. The fact is, law firms get scammed over and over again, frightened by fear, eventually losing their ability to trust anyone. As a lifetime entrepreneur, I understand the fear and challenges of starting and growing a company. I determined when I launched my company, that we are entrepreneurs fully aligned with our entrepreneur clients. We deliver more clients with less worry. We do not use fear, but use our experience and strategic planning, to allow our clients to do what they do best while we take some worry off of their shoulders.

If you want to find a SEO expert, look for someone who will sit down with you and want to understand your business. Who you are and who your ideal clients are. Understand what keeps you up at night and what we have to do to allow you to take regular trips to your ideal vacation spot. SEO may not even be the right answer. Make sure they listen to you and provide you with a strategy that you both agree on. Tactics and methods change so fast in today's digital world, so a law firm today needs a trusted partner that can adapt, evolve their strategy and allow you to see goals achieved.