



Dear Friend,

Some people wait until New Year to make "resolutions" as though January 1st has a magical effect on their attitude and likely success.

I don't think this works.

Because 95% of Success is Because Of Your Attitude and not some date in the calendar.

Which is why I want you to study a little more about positive attitude, (something which no-one is ever taught at school or at University.)

So here is a short-course that might just change your life.

**“You become what you think.”**

If you have a positive attitude you'll be positive. A negative one and you'll be negative. You might reflect that most people start the day with a neutral attitude. If it's a bright and sunny day they might feel a little more on the positive side. And if it's raining and cold, and they're late for work and the kids are screaming and there's heavy traffic.....maybe the day is not going to be a productive one for them.

**Do you recognize that your mental attitude, whether it is positive or negative, can be changed at will in one second of time? Your attitude is something over which you exercise control.**

How much of your success is down to your attitude? Some of it, all of it?

And how many of you have been on a course or studied how to have a positive attitude?

Reading is fundamental to acquiring a positive attitude because it helps you become self-aware.

Here are four books that you can read that will help. I've mentioned these elsewhere on the site because it's that important.

“How to Win Friends and Influence People” Dale Carnegie

“The Strangest Secret” Earl Nightingale

“Think and Grow Rich” Napoleon Hill

“How To Stop Worrying and Start Living” Dale Carnegie.

You might want to read “The Places You’ll Go” by Dr Seuss, Jonathan Livingston Seagull by Richard Bach, Le Petit Prince by Antoine St Exupery, The Man Who Planted Trees by Jean Giono, Purple Cow by Seth Godin, From Good To Great by Jim Collins, Selling the Invisible by Harry Beckwith.

Here are some mental munchies about positive attitude.

- If you want to be positive you have to be exposed to positive people and influences.
- You were born to win, but you have to plan to win and prepare to win and expect to win – that’s a saying by famous sales trainer Zig Ziglar.
- You’ll get whatever you want if you help enough people to get whatever they want. Or as Muhammad Ali said, “Service to others is the rent you pay for your room here on earth.”
- Make every day as productive as the day before you go on your two week summer holiday.
- Ignore people who say you can’t. They just don’t want to see you get on.
- If you have nothing nice to say, don’t say anything. That’s a famous quote from your mother.
- Don’t dwell on the problem, seek the solution. Be a winner not a whiner.
- Forgive and forget. Don’t let the past put a break on the future.
- Self talk your way to self-performance. Muhammad Ali said, “I am the greatest” and he’s still saying it
- You become what you think. What are you thinking today?
- What you do away from the job will affect how you do the job.
- You will hear NO 117,637 times in your lifetime - try converting 1000 into a Yes

- Failure is an event – not a person.
- It's not what happens to you. It's what you do with what happens to you.
- Strengthen your weaknesses and strengthen your strengths at the same time.
- Every crisis represents an opportunity. For every problem there's a profitable solution.
- Hard work brings luck.
- How many of your problems are cured by 5 thousand pounds? If you can think your problems away you can attitude your problems away.
- It ain't what you do it's the way that you do it.
- Watch less TV. Read books and listen to tapes about how you can work on your own positive attitude.

## **So Now You Have A Recipe towards getting a Positive Attitude, Where Do You Want To Go?**

Very few people in business do strategic analysis. But if you want to get to a certain place, you need to know where you are starting from. Analysis will show your strengths and weaknesses so you can focus for quick results.

### **1 Why You Need To Know Where You Are?**

Making decisions, pursuing a strategy or setting a goal isn't possible without the right information available to you. To know what to do to make more profit you have to know how to act differently. But differently to what?

### **2 The Questions You Need To Ask**

Questions and answers will give you insight. Here are 20 questions. It doesn't matter if you can't answer them all right now, or even understand why you should ask them. The key is to ask some of the questions and answer them. That will get the ball rolling for you...

1. Where did my clients come from when I started out?
2. Why did clients buy from me?
3. Why do they buy from me now?
4. Which sales and marketing pulls in most clients?
5. Do I test my marketing and selling efforts?
6. Should I get more money from existing or new clients?

7. Which suppliers/partners will really help me grow?
8. Describe what my business does.
9. What is the lifetime value of my typical client?
10. Who are my biggest competitors and what do they offer that I don't?
11. What do my clients want and how do I know?
12. What proportion of business do I get from my existing clients?
13. What does it cost me to get a new client?
14. What is my biggest and best source of new business?
15. What is my biggest marketing challenge?
16. How many ways could I make it easier for my clients to do business with me?
17. After the initial sale do I have a system to communicate with clients to sell more?
18. Do I have enough testimonials of "good guy" and "proof of pudding" type?
19. Do I have a referral system and actively pursue them?
20. Have I tried to reactivate former clients that are no longer buying?

### **3 How the answers will help you grow.**

Now look at your answers. You will have done something 97 percent of business people never do. You will be way ahead of your competitors in understanding where you are currently positioned.

**These answers will allow you to start work again on your business – not just in it.**

Analyse what you are doing right and wrong. What you should do more of and what you could be doing differently. Take action in the three most profitable areas over the next month. And if you don't know what to do, get some reliable trustworthy people around you who can help you make and implement those decisions. This is what is known as a Mastermind group and everyone should have one.

**Now... CONSIDER THE 3 Things You Could Easily Do in the next 30 days.**

I get asked "what three things would you do Boyd if you haven't done any marketing before?"

So here's a [video](#) about what I'd do to start off.

<http://www.screencast.com/t/q6vGVkiJMxF>

---

## **Now You Know Why You Must Do Better Handling Your Phone Calls (That's if you have watched the video above.)**

When you have paid out to do some marketing and you get "THAT" call...you know the one that will make you money...don't you hate it when it gets thrown away because of lousy call handling?

It happens every day and I GUARANTEE it happens at your firm too.

Here's my report on tracking your calls so you know what marketing works and what doesn't...there's a lot more in this report too so feel free to pick my brains by reading it.

I have solicitors who get 5000 calls a year who know exactly where every call comes from and precisely the best way of handling them to maximise conversions on the phones.

>>>>>>[Grab it here](#)>>>>>>

[http://www.greatlegalmarketing.co.uk/sitedata/files/Solicitors\\_and\\_call\\_tracking.pdf](http://www.greatlegalmarketing.co.uk/sitedata/files/Solicitors_and_call_tracking.pdf)

To track your calls and record them use this.

<http://www.AdMeter.co.uk>

AND email [graham@admeter.co.uk](mailto:graham@admeter.co.uk) and tell him I sent you and ask for a Boyd Butler price.

If you don't want to make the call I'll do it for you - it's that important.

### **Just been thinking about your telephone enquiries...**

Have you ever recorded your enquiries? Let me tell you it is an eye-opener when you do.

One thing that really strikes me is the need for whoever answers the phone to take control...

I hear all sorts of things from staff such as

"my computer's just stuck...she only works Friday...when would you like to come in?"

It just sounds awful and doesn't give a good impression.

- For scheduling reasons it's important you take control of calls.
- To ensure you qualify your applicants it's important you take control.
- To ensure you get your prospects to make the right choice - you must take control.

Have you ever been to a supermarket and stood for minutes deciding which marmalade to buy? The choice is simply overwhelming and often people just give up.

**People want to be told what to do. That's why brands work. It means people don't have to think - there is a click-whirr process that goes on in their brain. The choice is automatic.**

Here's an example of a woman (yes it's relevant because I've had heard the differences between women and men on the phone) calling after browsing the divorce pages of a firm's website.

Here's how I'd expect a call to go if someone takes control. (I'm not going to write how it normally happens - you can imagine.)

*"Hello, I've been reading your website and I'd like to see someone about a divorce. I don't qualify for Legal Aid"*

**"Would you like to take advantage of our special assessment consultation that is free of charge?"**

*"Yes please."*

**"Our Divorce Specialist, Mrs Janice Grey has two appointments available this week, Thursday at 10.30 am and Thursday at 3pm. Which would you prefer?"**

*"Thursday 10.30am please."*

**"Have you read the document, "What to expect from your 30 minute consultation with our Divorce Expert Janice Grey?"**

**"Yes I have", "Great, that's good preparation to get the maximum out of our meeting"**

or *"No I haven't"* **"Ok, can we send it by email to you or please make sure that you read it on the website before you arrive for your appointment - it tells you everything you may wish to bring".**

*"Ok I will do - where are you exactly?"*

**"We are right opposite the cinema. There is a map on our website. As we have limited free appointments each week it's important you let us know if you cannot make the allotted time for any reason. Please call us on 0844 8745377 at least 24 hours in advance so that we can re-allocate your appointment.**

**We'll let Mrs Grey know to expect you on Thursday, 29th March at 10.30am at our Reading office and we'll text you a reminder on Wednesday."**

You can probably come up with your own procedure for enquiries that dramatically improves your efficiency, and puts the prospect at ease. They want to know they are in safe hands. Make them feel safe and they'll trust and like you for it. And that's 99% of the selling job done.

And this [video](#) is reminder of why I think everyone needs to be an internet marketing expert nowadays.

---

## **What Can Your Staff Do For You (Now that they are answering the phone properly?)**

A book I enjoyed reading was [The Great Game of Business](#) by Jack Stack.

It lead me to research open management and about 18 months ago I wrote some questions that need answering if employees are to understand how their job is important to the company.

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Open-Management-Questions.pdf>

These questions are more relevant than ever.

And as your success depends on other people helping you I think [this](#) will help you.

---

## **By Now you are an expert in management. But Are you the "go to" EXPERT in your field of law?**

There's an old saying that that it's about "Who You Know."

Let me tell you something. That's wrong.

**It's About Who Knows You.**

**Getting yourself the right personal brand is very important.**

**Take a look at Paul Hajek of Clutton Cox.**

**He's branded as a conveyancing expert.**

In lawyer business people are going to buy you.



What is your personal brand? Have you ever Googled yourself to find out?

So what is it that they are considering buying when they think about buying you?

Does it convince them to buy before they have even spoken to you?

When you get your personal brand right this is what it can do;

- } You can create the demand for your service without advertising
- } People will have confidence enough to buy from you
- } You'll earn a reputation for excellence that will be talked about
- } You'll establish yourself as the expert
- } You'll be seen and known as a leader of the group
- } You'll become a valuable resource to people
- } Your professional stature will increase
- } You'll be a positive influence because you will be delivering
- } You'll have the decision makers knowing who you are and they are the ones that can make the decision on hiring you

And all this will lead to you getting qualified, quality leads.

What you must do to make yourself a quality and memorable brand...

Read more [here](#)

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/How-To-Position-Yourself-A.pdf>

---

## **Let's find out how you are doing shall we? Are you keeping score with the SEVEN Performance Indicators for Marketing Success?**

If you don't know whether your marketing is working or not you have no chance of being successful unless you are very, very lucky. Are you feeling lucky?

I prepared [this](#) for you.

[http://www.greatlegalmarketing.co.uk/sitedata/Misc/Solicitors\\_Track\\_Leads.pdf](http://www.greatlegalmarketing.co.uk/sitedata/Misc/Solicitors_Track_Leads.pdf)

It gives you the 7 things to record to ensure your marketing is a success.

---

## **Practical Tip...A Simple Way To Get More Clicks To Your Website**

Just a short video on how to get more clicks to your website.

This tactic is often overlooked, but not to be underestimated.

Anyone can do it.

[http://youtu.be/\\_19s6Z0FOr8](http://youtu.be/_19s6Z0FOr8)

This [works](#)...because it's what I do and I monitor the calls that I get.

---

## **And now for something completely different the MAGIC 4 QUESTIONS TO GET MORE CLIENTS**

If you are like me, you'll probably get most leads by phone.

There are a number of power lead-in questions you can use to draw out needs and motives of someone thinking about buying from you.

Try these questions (in your own natural manner) the next time you have someone on the phone.

- What do you know about your present legal situation?
- What's been your experience of any other advice you have received?
- What do you want the end result to be when working with us?
- In your opinion what's the most important thing to you in engaging a solicitor?

Ultimately this is about drawing out the problem, defining it, and ensuring someone is happy to pay for it because they tell you the most important thing is to solve the problem with the right outcome, (unless they say the most important thing is the price.)

It's a framework that will keep you on track and hopefully provide a swift engagement.

Having listened to calls it appears most good sellers are using something like this having developed it over a few years of experience. But now you have the shortcut.

<http://www.greatlegalmarketing.co.uk/SimpleSellingFrameworkForLawyers>

There's more on this on my website [here](#)

---

**But do they trust you? WHY REVIEWS MEAN TRUST (AND SALES).**

Here's a really [good survey](#) about how people use reviews of local businesses to help them to choose where to spend their money.

<http://www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014>

One of the easiest ways of selling is to say,

"we have hundreds of clients that have written about what a great job we did for them."

That is called proof and it answers the question, "why should I choose you and pay your rates?"

And before you say you don't have time to collect hundreds of testimonials think again.

Because [this firm](#) in Chipping Sodbury has done it and is under the same time pressure as every other firm.

And [this firm](#) has a unique way of doing it...

So maybe you could spare 1 minute to send an email to your clients asking for a testimonial?

Ask them the three magic questions.

What were you looking for by working with us?

What was the experience like?

What would you say to others considering working with us?

If you can get some factual answers like,

"We wanted to reduce our inheritance tax liability by 50,000 pounds"

then it's great. If you only have "nice people to work with" testimonials that's not as great, but can be effective if you can get people to rate you 5 stars on Google. (More about that below).

If I only had one tool to sell it would be a box of testimonials or hundreds of videos of people saying I am wonderful and I helped them make 100,000 pounds. (Well I do have an email one of those [here](#))

Being known as the best because that's how people see you is a long way toward becoming a successful brand. In fact, claiming to be 100% The Best is possible if you have proof.

Who would you rather go to? A brain surgeon with 100% success rate or one with 85% success rate?

A law firm with a 95% success rate or one with an 80% success rate (see [this](#))

So I apologise for the firms already doing this stuff. (I hope you don't mind me reminding you to continue your great work).

And to other firms I ask that you spend just a few minutes a week getting reviews and testimonials.

Here's an unscripted [video](#) I did about Google Plus and your listing and reviews...don't have to watch all 10 mins...just first 4 will give you the info you need.

<http://screencast.com/t/1zOkmol3utrn>

---

## THE DIFFERENCE BETWEEN MARKETING AND BRANDING

Quick [video](#) on the difference between Marketing, PR and Branding.

<http://youtu.be/Om8u2hF0qAU>

And why you should be a premium brand.

Probably helps if you take a look at this newsletter below I sent out in 2012.

**"Any idiot can figure out why it won't work.  
It takes intelligence to figure out how it can work."**

I like that quote. Probably said by [Dan Kennedy](#). Hint...[Get his books](#)

Lots of people seem to read about marketing and then spend lots of time figuring out how it doesn't apply to their business.

*Which probably explains why there are so many average businesses around.*

*I've put a little PDF together with some thoughts on this...please get it [here](#)*

[http://www.greatlegalmarketing.co.uk/sitedata/files/Any\\_idiot\\_can\\_figure\\_out\\_w.pdf](http://www.greatlegalmarketing.co.uk/sitedata/files/Any_idiot_can_figure_out_w.pdf)

It'll take a couple of minutes to read...but it may just land you a few new clients.

[http://www.greatlegalmarketing.co.uk/sitedata/files/Any\\_idiot\\_can\\_figure\\_out\\_w.pdf](http://www.greatlegalmarketing.co.uk/sitedata/files/Any_idiot_can_figure_out_w.pdf)

---

## MARKETING – HOW TO GET STARTED

Just put a short [video](#) together to answer the question

"How do I do marketing the right way?"

<http://screencast.com/t/jTUfLqoDyl>

Enjoy the video. It's for

- people that know how to market but need a refresher to simplify things
- for people that haven't really done it before
- for people that aren't getting the results they want

Share it around if you like to anyone that needs a bit of help...

I also have a PDF in which there's a framework for getting marketing done over a 3 month (12 week) period.

It's within the context of finding partners

who can make referrals and how to market to them. However, the same 12 week plan is relevant to any business.

(Available on request).

Most things I have discovered don't get done in an annual marketing plan. That's why 3 months is ideal because things change too much over a year.

So 12 weeks is ideal to take action, see progress and get results. It's a way of having a marketing plan for certain objectives **to be achieved**.

**It makes people accountable too.**

I have also found that relying on other people often means things never happen. Unless you make them accountable. And the best way of this is to use a journal with the marketing plan.

For example, a sole practitioner's journal may be to do at least one of these things every day.

Today's Checklist For Success

- I asked for a testimonial from a loyal client
- I called a client on the phone to see how they are
- I responded with a positive attitude to colleagues and clients
- I asked for a referral from a loyal client
- I sent a note to an existing client with a personal message
- I wrote or recorded a brief update for my website
- I invested 20 minutes in myself
- I included my partner and family in my work

The positive thing I noticed today was...

Tomorrow I am looking forward to...

A journal on marketing keeps you focussed.

## **Marketing is made up of three elements.**

Market - who you are targeting

Message - what you want to say to them

Media - how you get to them

It really helps simplifying things in this way.

Of course you have to get each element right!

It's easy just to write things on paper if you are doing it yourself and then refer to the plan. But if it is a total company plan, which various responsibilities then you may have to use some type of project management tool like

<http://www.teamworkpm.net/>

## **Why Email newsletters are a licence to print money.**

Watch the widescreen video below for my thoughts on this. (dog footage included.)

[https://www.youtube.com/watch\\_popup?v=AEd0u-4oipM](https://www.youtube.com/watch_popup?v=AEd0u-4oipM)

(and here's a [video](#) showing how easy it is to set up automated marketing. That's [here](#).)

And you really ought to see how it works by clicking [this link](#) so I can send you videos (that are quite good) automatically.

<http://eepurl.com/ebjXn>

PS thanks for everyone who enquired about the £300 a month [Public Relations Service](#). Waiting list is now open in case some firms don't go ahead...more info <http://www.greatlegalmarketing.co.uk/pr-king-from-boyd-butler>

---

## **HOW TO USE PRESS RELEASES TO GET MORE CLIENTS**

Here's a [video](#) that I made for you.

<http://www.greatlegalmarketing.co.uk/pr-king-from-boyd-butler>

I show you how to use press releases to get more clients.

---

"How do I sell more?"

Because before you sell there's nothing.

No work. No money. No law firm.

So it's pretty important to have a good way of converting prospects to clients (selling).

Here is that way.

First you want to open with a pattern interrupt – something that makes them focus on what you are saying.

This can often be a question...

"What's the most important thing you to you?"

Then you talked to them about their desired outcome, (not yours).

Then you show them what their outcome looks like and how to get there.

You then give them a call to action and a good reason why they should do it now.

You can use this face to face, by phone, in videos, in letters, wherever you sell. You might already have your own way of selling but if you don't this one will work for you.

---

## **SELL MORE SERVICES WITH THIS CHECKLIST**

Someone mentioned they wanted more services introduced in their firm. I asked them if they had told all their clients about all their services. They said "no". I said they already had new services to sell because not all clients knew what they did.

So here it is...the **Cross Selling Checklist**  
key things you should teach your staff to do. You'll get more cross selling done if you;

- 1. Make it part of the job - and explain why it's important**
- 2. Keep score - reward people for cross-selling**
- 3. Staff will then see it's important.**
- 4. Make sure it's part of the questioning process for phone calls.**
- 5. Coach all staff in cross-selling so they feel confident in doing it.**
- 6. Put cross selling paragraphs on the bottom of everyone's emails.**
- 7. Make sure links on the website cross-sell (with the right keywords in the links)**
- 8. Make sure that you cross-sell in email and paper newsletters**

9. Bundle products together so cross-selling is seen as natural
10. Have forms that people fill in and give to other colleagues with opportunities.
11. Have a follow up and feedback system in place to see who follows up well.
12. Have a budget in place to reward staff who pass on opportunities,
13. Reward internal referrals whether they turn into work or not.
14. Think about it. Action it. Test it. Refine it.

Cross selling is habit you must create. And PROFIT from. And cross selling means you always have new services to sell.

*Remember "If you aren't counting, you're just practising".*

---

## DOUBLE YOUR PRICE OR YOUR BUSINESS?

If you have never challenged yourself about pricing maybe the first day of Spring is a day to do it?

Because the fastest way to make more money is to charge more. Ok, you can only charge more over the long term **if you position yourself better.**

It's gotta be possible because you know that brands (positioning) are more expensive than own label in supermarkets...because you buy them.

And you know some law firms charge 50% more than you do. Better positioning.

So why is that?

Why is it that a BMW 7 series at £75k is so much cheaper than a Rolls Royce at £200k (despite being built on the same chassis because BMW own Rolls Royce)?

It's because of positioning and what that means to the buyer.

You've got to build up your position as the expert, educate your clients & convert them to take the desired action i.e. pay you top dollar as their expert.

Here's a question that might get you thinking about this.

"How many deployable assets can I create in my business that consistently provide the income I want while maintaining my positioning and simultaneously building goodwill?"

I'm going to be covering this a bit more but I just wanted to test this thought out today to get some reaction.

Like, "no way I can double my prices, Boyd you are mad".

That's what one client told me a few years back. He only had 500 clients then. Now he's got 2500. At double the price.

PS Here's a PDF with a video link in it about pricing.

[http://www.greatlegalmarketing.co.uk/sitedata/Misc/Never\\_Let\\_It\\_Be\\_About\\_Pric.pdf](http://www.greatlegalmarketing.co.uk/sitedata/Misc/Never_Let_It_Be_About_Pric.pdf) **even the short-term** brings some opportunities like £14k a year more for the solo practitioner example in the video.

## **Getting A Systematic Referral System In Place For Solicitors**

Here's the [short video](#) on referrals.

<http://screenr.com/KAA>

**Nothing is better than getting a bunch of pre-sold prospect to call you after being referred by one of your best clients.**

**So if there's nothing better why not try and increase the number of referrals?**

**Here are the categories of businesses you should get referrals from;**

**Accountant | Financial Adviser | Printer | Web Design | Banking | Mortgage Broker | Graphic Design | Computer Support | Telecoms Provider | Office Supplies | Photographer | Insurance Broker | Electrical Contractor | IT Consultant | Marketing Consultant | Florist | Builder | Security Products | Architect | Cleaning Services | Signage Company | Travel Agent | Decorator | Business Advisor | Promotional Gifts Company | Interior Design | Surveyor | Telephone Systems | Car Sales | Computer Sales | Car Sales | Internet Services | Public Relations Company | Alternative Therapists | Events Organiser | Health Insurance Broker | Plumber | Office Machinery | Office Furniture | Car Servicing | Health and Safety Consultant | Will Writer | Estate Agents Residential | Commercial Letting Agent | Caterer |**

**Landscaper | HR Consultant | Hotel | Employment Agency | Carpet Cleaner | Utilities Broker | Couriers | Car Hire | Car Leasing | Gardening Services | Wine Importer-Merchant | Mobile Phone Retailer | Jeweller | Book-Keeping |Removals/Storage | Secretarial Services |Personal Trainer | Hypnotherapist | Dentist | Private Doctor | Private School | State School**

**Get one company in each of the above categories to join you in your referral scheme. You own the scheme. You invite them. And each year you have a party to celebrate success.**

**Want a copy of the letter that gets referral partners on board for one of my property clients (not a law firm)? I have it somewhere but need an excuse to find it.**

PS got five golden stars on your Google Review? If you want them let me make a video for you.

**THE 20 QUESTIONS VIDEO THAT WILL HELP YOU MAKE MORE MONEY**

Here are 20 questions on [video](#) that will help you get more clients..

<http://screencast.com/t/d5ihJScvjw>

\*\*\*\*\*

**Here's one of the "get more clients to review you on Google" [videos](#) I did.**

<http://www.screencast.com/t/cieriFfKMg>

If you want me to do one for you so you get more reviews I'll do it for £77. It'll help you get the five reviews you need for the golden stars.

I would prime clients when asking for reviews by using my video and the following;

---

Many of our clients give us great feedback and we would love it if you could help us too. Please take just a minute or two to review us on Google. It really helps us and we would really appreciate it.

Here's a [video](#) on how to do it.

[.http://www.screencast.com/t/cieriFfKMg](http://www.screencast.com/t/cieriFfKMg)

Please write in your own words about what sort of service you received, how it helped you solve your legal problem and how you'd recommend us to other potential clients.

If you have any trouble writing your review on Google please let us know and we'll help you. Alternatively, if there's something you want to get in touch with us about directly please email or call me in confidence on....

Thank you.

Managing Partner.

P.S. Here's that handy [video](#) on how to do it

---

#### **HOW TO CREATE A MARKETING FUNNEL – CASE STUDY**

<http://screenr.com/luQ>

This video explains a process of capturing a lead and automating the marketing to it. It's useful to see how I sketch out the process for a client, (non-legal.)

All solicitors have to make sales. This process is exactly about turning leads into sales efficiently.

The video is here;

<http://screenr.com/luQ>

---

Now that you have finished reading this “best of the best” what are you going to do that’s different?

One thing you could do is sign up to my automated marketing videos which is a reminder of some of the concepts I have outlined in this document. <http://greatlegalmarketing.us1.list-manage.com/subscribe?u=b7773f69ea81ad52508688781&id=99e4049d61>