



The #1 Law Firm Growth System

57%

of law firms never respond to a voicemail



60%

Never respond to an email

42%

of the time, the law firms take an average of 3+ days to respond to a message from a new potential client

35%

of the time, phone calls from prospective clients are not answered

Source: Law Technology Today

Traditional Marketing Process

Marketing Magic



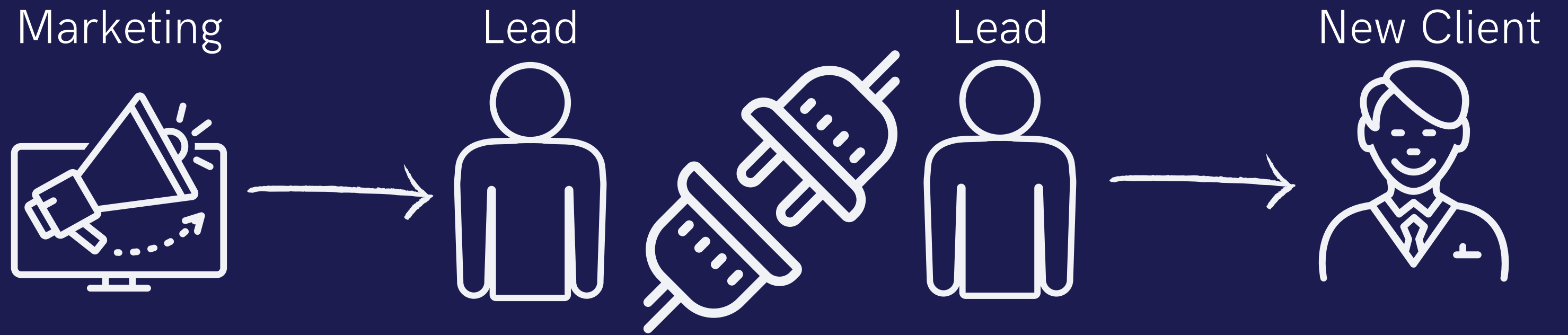
Lead



New Client



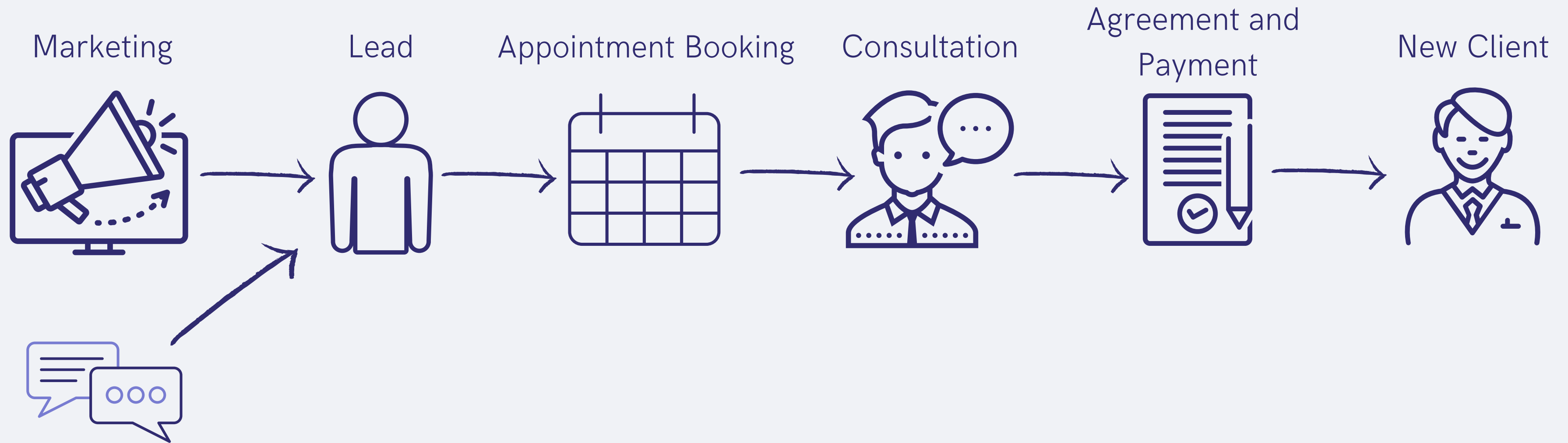
Huge Disconnect



Legal Sales Cycle



In reality, there are many more steps before you can even obtain a NEW CLIENT



Other Lead Sources

Why Law Process?

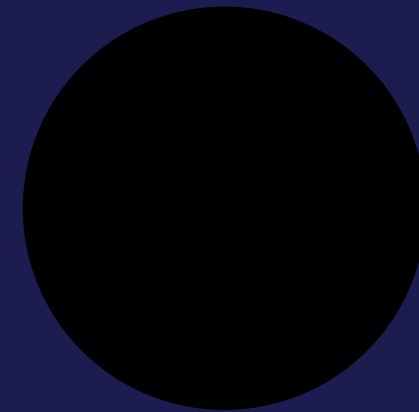
Marketing Magic



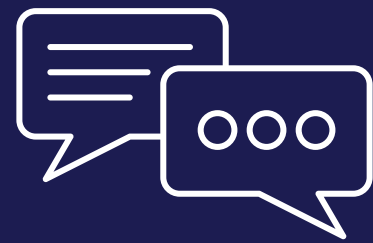
Lead



Black Hole \$\$\$



New Client



Other Lead Sources



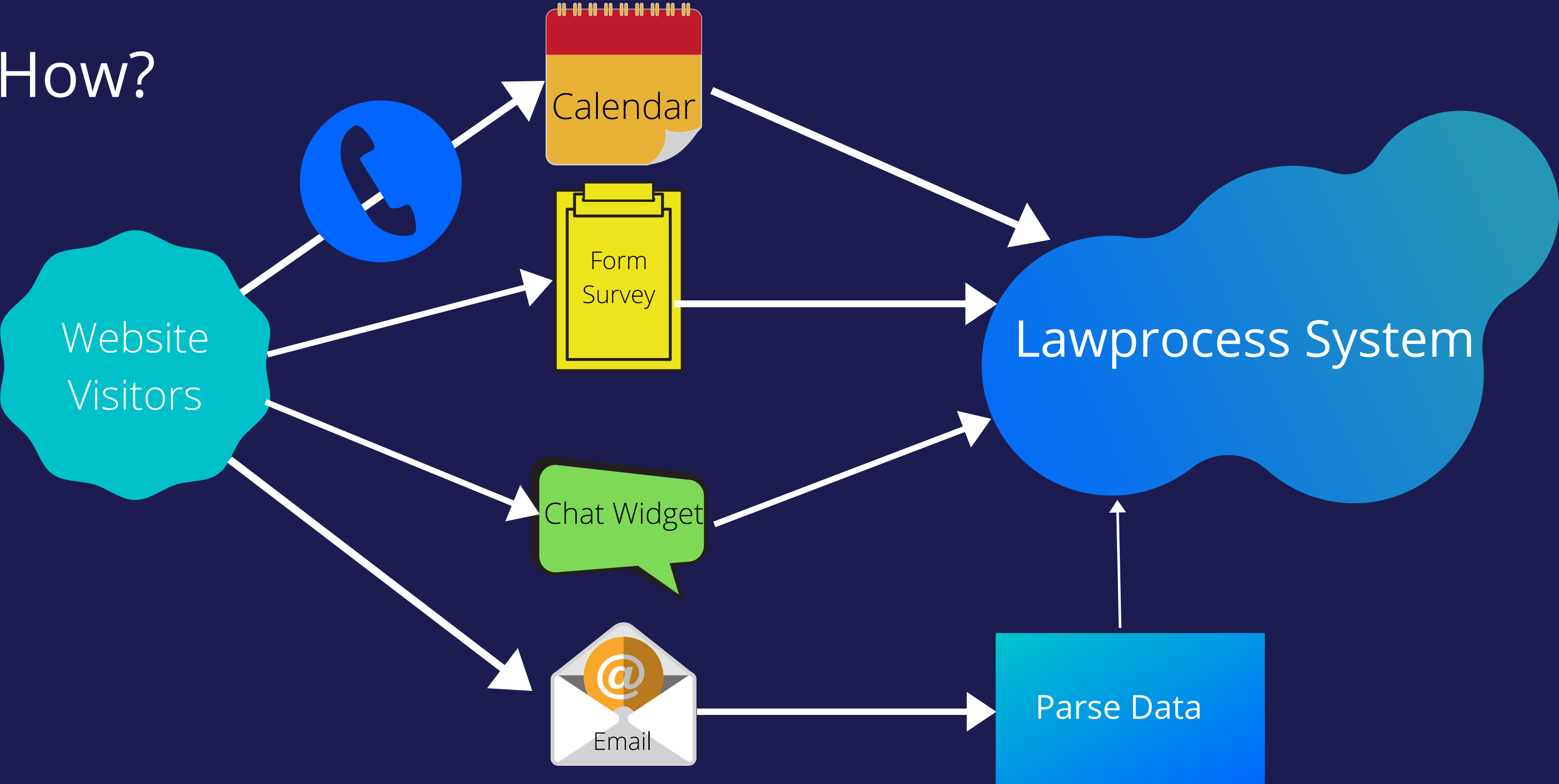
Automate all incoming Inquiries

Why?

- Easy and seamless process for law firms
- Works 24 hours a day
- Capture every inquiries generated from Business Development

Automate all incoming Inquiries

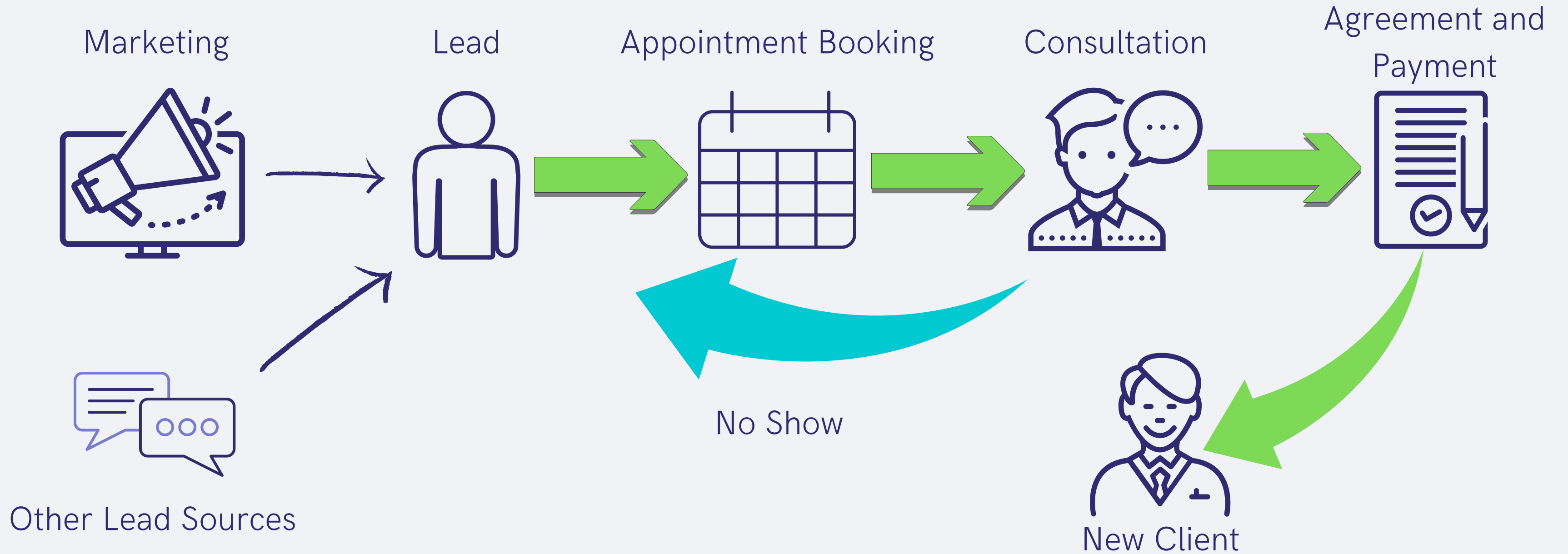
How?



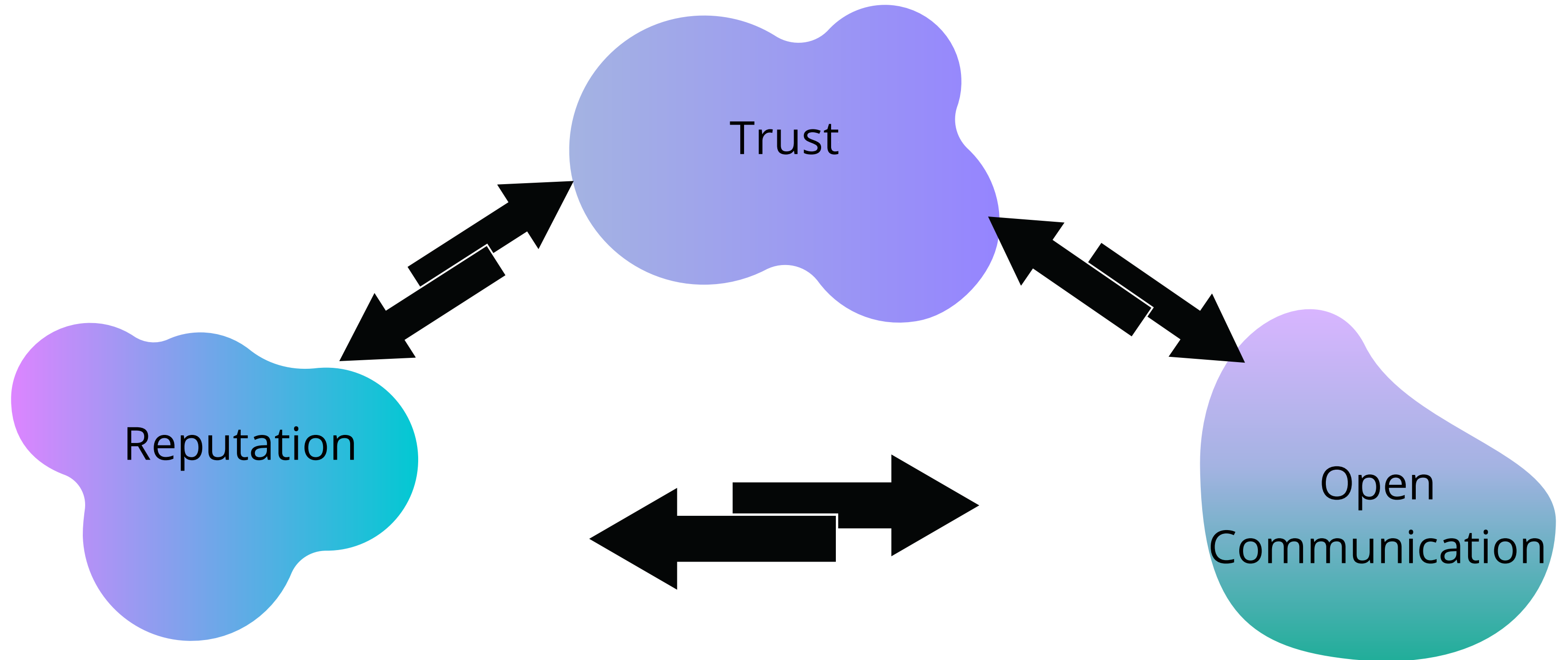
Bringing It All Together



Plugging the hole



3 Key Concepts that makes the lawprocess thrive



Ingredients for Success

1 Solid Follow Up Strategy

2 Trust ↔ Open Communication ↔ Reputation

3 Follow Up / Nurturing Essentials

- Speed: Touch lead within seconds to start the dialog.
- Multiple channels of communications: SMS, Email, Force a call to connect Lawyer to lead, and drop voicemail.
- Message must be Personal and must come the Lawyer, it creates the TRUST.
- The context of the message has to be genuine and sincere



Implementing The Law Process System



- Have easily 2X the number of clients in 30 days
- Booked 47 new clients consultation in 7 days
- Retain 97 new clients in first 90 days
- Retain 68 new clients in a single month
- Generated \$145,500 in revenue in 90 days
- Generated \$612,000 in revenue in 10 months
- Double business productivity in their ottom lines