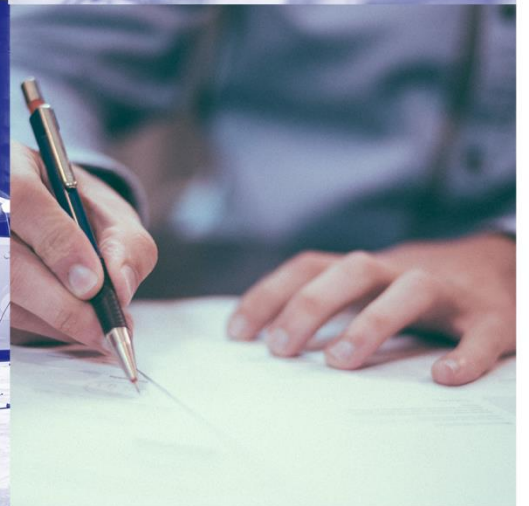
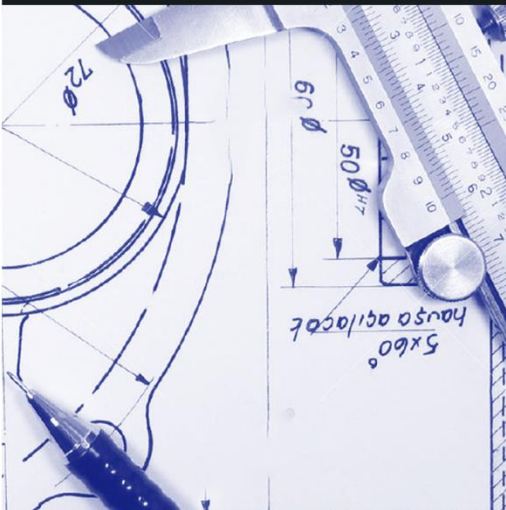


WHY FREE CONSULTATIONS ARE COSTING YOU CLIENTS



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For decades lawyers and law firms have been trained to entice prospects into their office *using the **Free Consultations. Why?***

1. So they can convert prospects into clients (*Make The Sale*)
2. Because all the other lawyers doing it too!

Well if every other firm in town does it -- it obviously works, right?

The answer is No!

That's what we've discovered through extensive testing on -- literally -- hundreds of websites over the last six years.

When you offer your prospects a Free Consultation, that's what's known in sales arena as a "trial close."

WHAT IS A TRIAL CLOSE?

A trial close is a small test to determine whether the person is ready to take the **next** step in the sales process. Use it after a presentation or after you have built strong rapport. A trial close is done live in real time either in person or over the telephone. Bottom-line, you listen to their situation, you built rapport, you've given some value, now you go for the trial close by simply asking "do you want to come in today or is tomorrow better?" That's a trial close.

Now we'll quickly discuss Call to Action (CTA)

When your website, letters or advertising offer your prospects a Free Consultation, that's what is known in marketing arena as a "call-to-action."

WHAT IS A CALL-TO-ACTION?

A Call To Action (CTA) is piece of content intended to induce a viewer, reader, or listener to perform a specific action i.e *buy now* or *click here for a free consultation*. Your call-to-action is one of the most important elements you must get right in order to attract more, and better prospects.

Common calls to action in the legal world:

"Call now to discuss your case."

"Call me for a free consultation."

"Call now to speak to a Lawyer"

"Complete this form for a Free case evaluation"

All of these calls-to-action ask your prospective client to engage with your firm, to confront their fears about the legal process, and to do so without knowing whether you'll be a good or bad lawyer for them.

How can you write a better and more effective call-to-action, when 97% of lawyers don't know what else to say BESIDES the Free Consultation?

What can you say that will differentiate you from every other lawyer in your city or practice area?

Our busiest and most successful lawyer clients are using very different strategy. It's called a:

COMPLIMENTARY STRATEGY SESSION

What is a Complimentary Strategy Session?

On your marketing materials, website, in person or even on the phone, really anywhere you interact with prospective clients, instead of saying:

"Free Consultation", say instead:

"Call me for a complimentary, 30 minute, Trademark Strategy Session

Or:

Click here for a complimentary, 30 minute DWI Strategy Session.

Or:

... Surviving-Divorce Strategy Session."

Or:

... Surviving-Bankruptcy Strategy Session."

You get the idea. Just insert your practice area and name the session.

QUICK TIP: WHAT'S IN A NAME

When naming your strategy is important. Be specific don't ever use Legal Strategy Session, think about your audience what do they really want or need or fear, examples:

A Trademark Strategy Session is better more specific than an IP Strategy Session, for a client who has questions about trademarks.

DWI Strategy Session is better more specific than an Criminal Defense Strategy Session, for a client who has questions about their DWI.

For many Personal Injury clients a Medical Bills Strategy Session is better more specific than an Personal Injury Strategy Session, for a client who has questions about their medical bills.

TIPS AND STRATEGIES TO CLOSE MORE CLIENTS

In this chapter I'm going to cover a few strategies to help you close more clients, without being pushy or salesy.

As you're probably aware, people do business with lawyers they Like, Know and Trust. A complimentary strategy session is the fastest way to get a prospective client to get to Know, Like, and Trust you.

PERSUASION STRATEGY NUMBER ONE.

The sliding scale. The sliding scale is one of my favorite persuasion strategies, it's very simple, yet very powerful. Your prospects will tell you what is stopping them from getting started as well as will close themselves on doing business with you.

It goes like this . . .

Example 1:1, on a scale of 1 to 10, 10 being very important, how important is it for you to resolve this today?

Prospect. It's probably a two or three.

You. That's kind of low there, why so low?

(Now be quite. Let your prospect explain to you why they're so low on the sliding scale. Even if you know the answer, please allow the prospects explain it to you)

Prospect.. Well I'm not real clear as to X,Y or Z. Or they might say, I'm ready to get started but I don't see how I can afford to hire you right now.

You simply address these concerns and then ask the the same sliding scale question again. To verify where they are at in the process.

Example 1:2, on a scale of 1 to 10, 10 being pretty sure you're ready to get started, where are you at? **Take note of the neutrality of this particular question, I'm not boxing the prospect in with an absolute commitment.**

Prospect. I think I'm at an eight.

You. Eight, that's kind of high why so high?

Prospect. I feel really good that you can handle my case, and I like that you have the experience that I was looking for.

You. Nodding affirmatively, with a smile. Great, here's what we're going to do next. I'm going to have you complete this questionnaire and we'll get your case started right now.

PERSUASION STRATEGY NUMBER TWO.

So you can. The phrase so you can is what I refer to as a transition or a bridge to benefits, let me illustrate. You want to do **X** so you can have the benefits of **Y**. Now I'll give you some examples:

Example 2:1, You want to start using free strategy sessions instead of free consultation **so you can** close more deals and get more clients. Example 2:2, sign here so I can contact the authorities **so you can** have peace of mind that it's taken care of today.

PERSUASION STRATEGY NUMBER THREE.

Here's what we're going to do next. This phrase signifies plural activity, You and your Prospect working together, like a buddy system for the common good of the prospect.

Example 3:1, **here's what we're going to do next**, we're going to contact the police and get the report while you sign these document (hand the agreement and pen to prospect). Example 3:2, **here's what we're going to do next** , I'm going to have you complete the divorce questionnaire while I get your agreement together (hand the questionnaire and pen to prospect). In the legal world it's similar to a **unilateral agreement**, if your prospects act as directed you have just closed the deal.

PERSUASION STRATEGY NUMBER FOUR.

The Strategy Session Report.

The allows you additional contact and rapport building with your prospective client. The results have been amazing.

Explain to your prospects:

Here's what you can expect from your XYZ Strategy Session:

1) You'll receive a summary of your case that we discussed on the phone emailed / mailed to you. You can take this summary to any lawyer you're considering working with, so you can save time and decide what's the best step for you.

This is critically important, do not be afraid to make this offer. Again, in the sales world it's called "A Take Away." Even though you're providing them this summary and you put work into the phone session, just remember, the summary will have your firm's name, logo, telephone and website address on each page, this will make it highly unlikely your prospect will use this with another lawyer.

In fact, this summary makes the prospect far more likely to hire you. Why? Because of the law of reciprocity. In it's the simplest terms the law of reciprocity dictates, if somebody does something nice for you, you feel obligated, indebted to that person and you must return the favor somehow.

Also explain.

2) We're going to strategizes, in depth, about all the legal issues involved in your case as well as the possible outcomes. You'll also get a summary of this as well in the strategy session report.

(DWI - discuss the charges and penalties)

(Divorce - discuss custody, alimony, division of assets)

(Auto Accidents - discuss property damage, possible compensation, medical bills)

(Trademark - discuss logos, phrases, benefits of protection vs. no protection)

3) Without offering guarantees, you'll hear about possible legal defenses that may be raised to prevail in your case and what the various outcomes may be and the likelihood of each. These will be summarized as well.

The more you inform your prospective clients, the more they get to Like, Know, and Trust you, the higher the likelihood of them appreciating your time and retaining you over your competitors. Remember most lawyers want prospects to come into their office. You're different, which makes you stand out!

In summary, by offering a complimentary strategy session (which is the same thing as a free consultation in your mind but not in the mind of your prospective client), and telling prospects these 3 things they'll get from their complimentary 30 minute phone call, you'll discover:

- Your prospects retain you far more often vs. before

- You have reduced price-resistance and price-shopping
- Your prospects respect you far more, and are grateful for your advice.

By applying these strategies your prospects will bond with you. Your prospect will feel better, have peace of mind, have an actual game plan with outcomes and overall will be impressed with you vs. your competition.

THIS is a game-changer, if you put it into practice.

ACTION STEPS

Here's what we're going to do next:

1. Replace "Free Consultations" with "Call me for a complimentary, 30 minute phone strategy session" everywhere on your website.
2. Highlight this call to action everywhere on your website.
3. Provide a brief summary of what prospects will get from their session, have it appear when people click on "What is a strategy session?" Below is an example: Replacing the worn out 'call for free consultation' with: **"Call for a free Criminal Defense Strategy Session"**.

The image shows a banner with a dark blue top section and a light grey bottom section. The top section contains the text "Call for a Free Strategy Session to find the Best Defenses Available to You (914) 709-XXXX" in white. The bottom section contains two links: "What IS a strategy session?" in blue and "CLICK HERE TO FIND OUT" in white on a black background. A red hand icon is pointing at the "CLICK HERE TO FIND OUT" link.

Call for a Free Strategy Session to find the Best Defenses
Available to You (914) 709-XXXX

[What IS a strategy session?](#) [CLICK HERE TO FIND OUT](#)

Here's how the summary page looks:

The screenshot shows a website layout. At the top left, it says "ATTORNEY AT LAW" in a bold, sans-serif font. To the right of this, the phone number "(914)709-" is displayed in a large, bold, blue font, followed by a grey rectangular box. Below the phone number, the heading "A STRATEGY SESSION INCLUDES:" is written in a bold, blue, sans-serif font. Underneath this heading, there are three lines of text: "Hearing all the details of your case, and taking notes.", "Discussing the laws surrounding your case and the potential consequences", and "Presenting possible outcomes, defenses, and the likelihood of what may happen". Below these lines, a paragraph states: "The strategy sessions costs you nothing. In the next 20 minutes, you can get the answers you're looking for, formulate a game plan for your defense, and start feeling a sense of control and confidence about how to handle your case." At the bottom of this section, it says "Call me at (914) 709-" followed by a grey box and "to do your complimentary strategy session now". On the left side of the page, there is a vertical black bar with the words "LIVE CHAT" written in white, bold, sans-serif font. At the very bottom of the page, there is a dark blue footer bar containing the text "COPYRIGHT © 2010-2017, by [grey box] Attorney at Law. All rights reserved."

FOR MORE INFORMATION ON HOW TO ATTRACT AND RETAIN MORE CLIENTS EACH MONTH

E-mail me: Bert@BertMartinez.com

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Would you like to get listed on Wikipedia? We helped 100s of professionals get there own listing on Wikipedia, it's your turn now! Just send me an email, put Wikipedia in the subject line, and I'll be glad to send the details.

Email me: Bert@BertMartinez.com

Want to get Local and National Publicity?

Let me show you how to get massive publicity so you can have more Authority and Credibility. **Credibility determines profitability.**

What do Mark Geragos, Stephen Susman, Gloria Allred, and Robert Shapiro have in common? Massive authority and credibility which they got from publicity, which makes them the standout, makes them a celebrity, makes them have more value in the market place.

Let me show you how you can get local and national publicity so you can be the celebrity lawyer in your city or niche. Just send me an email, put Publicity for Lawyers in the subject line.

Email me: Bert@BertMartinez.com



Need a speaker at your next event? Email me: Bert@BertMartinez.com