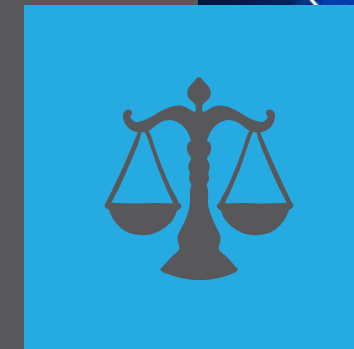


HOW TO OVERCOME THE 7 MOST COSTLY LAW FIRM MARKETING MISTAKES



Introduction



Alright, Legal Mavericks, let's talk turkey. You're brilliant in the courtroom, but when it comes to marketing? It's a whole different ball game. **You're up against seven colossal marketing blunders** that could be putting the brakes on your firm's growth.

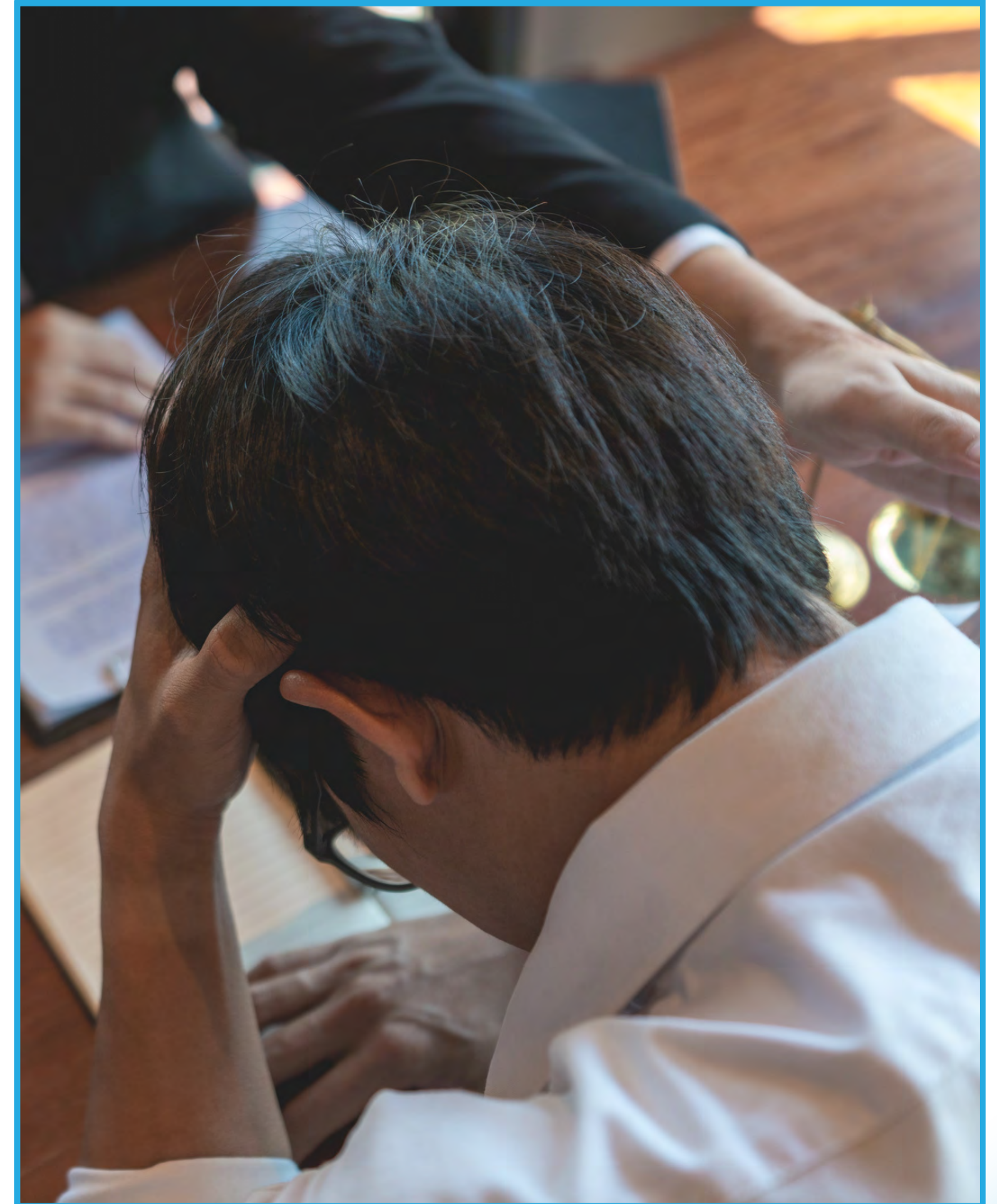
First up, are you a ghost after 5 PM? Big no-no. In the world where **clients want 24/7 access**, being MIA after hours is like holding a 'Closed' sign to potential business. And then, there's the **labyrinth of manual scheduling** – it's as outdated as a rotary phone in the era of smartphones.

Social media – it's not just cat videos and memes; it's a goldmine you're probably ignoring. And let's not forget **online reviews and referrals**. Neglecting these is like turning down free billboard advertising on Times Square.

Also, are you lost in a **sea of disjointed apps and systems**, more tangled than a bowl of spaghetti? That's costing you time and money, my friend. And speaking of money, if you're **not consolidating your tech tools**, you're basically setting dollar bills on fire.

Don't fret! There's light at the end of this chaotic tunnel. With some smart strategies and a sprinkle of marketing wizardry, you can sidestep these pitfalls and turbocharge your firm's growth.

Ready to trade in those mistakes for a winning strategy? Let's get your firm from overlooked to overbooked!



1) The Pain of the 9-5 Schedule in Today's Digital World

In the traditional 9-5, Monday to Friday world, attorneys often find themselves confined within these working hours, inadvertently turning away potential clients who seek legal assistance outside these time frames. This rigidity can lead to a significant loss in opportunities, especially in an era where clients expect round-the-clock accessibility.

Consequences:

- 1. Missed Opportunities:** Potential clients searching for legal services outside of standard business hours are likely to move on to competitors who offer more flexible accessibility.
- 2. Reduced Visibility on Google:** Law firms sticking to the traditional schedule may rank lower in search results compared to those offering 24/7 services, leading to decreased online visibility.
- 3. Client Frustration:** In the age of instant gratification, clients expect immediate responses. A 9-5 schedule can lead to frustrated clients who might perceive the firm as outdated or unresponsive.



Transform Your Law Firm Overnight: The 24/7 Accessibility Hack Every Attorney Must Know!



This isn't just any AI chatbot; it's a conversational wizard, working around the clock. Think of it as your virtual front desk superhero, ready to chat with clients at 3 AM or during the Super Bowl halftime.

This AI chatbot is like having a mini-you, answering basic questions and giving your potential clients a taste of your awesomeness.

What it does:

Legal Growth Pilot's website chatbot offers a transformative solution by providing 24/7 access to legal services.

Here's how the integration of this technology can revolutionize an attorney's practice:

THE BOTTOM LINE:

- 1. Always Open for Business:** With a chatbot, your law firm never misses an opportunity to engage with potential clients, regardless of the time or day.
- 2. Improved Google Rankings:** Offering round-the-clock services can improve your firm's visibility in search engine results, attracting more clients.
- 3. Enhanced Client Satisfaction:** Immediate, AI-powered responses and the ability to schedule appointments anytime elevate client satisfaction and perception of your firm's efficiency and modernity.

2) The Chaos of Manual Scheduling: A Relic of the Past

In the high-stakes world of legal practice, time is not just a resource; it's the currency of success. Yet, many attorneys and their assistants find themselves entangled in the outdated web of manual scheduling. This process often involves endless phone calls, relentless email exchanges, and the ever-frustrating game of availability tag.

Emotional Toll & Practical Problems:

- **Stress and Burnout:** For assistants, the pressure to juggle multiple schedules, handle rescheduling, and manage constant follow-ups can be overwhelming, leading to burnout.
- **Inefficiency and Time Loss:** Valuable hours that could be spent on case preparation or client consultation are lost in the labyrinth of manual scheduling.
- **Missed Opportunities:** When assistants are unavailable, potential client meetings, important calls, or strategy sessions might be delayed or missed, hurting the firm's productivity and client satisfaction.



The Automated Scheduling Revolution: A New Dawn for Efficiency



Enter the world of automated scheduling, a core feature of Legal Growth Pilot.

This technology is not just a tool; it's a game-changer, a strategic ally in the quest for efficiency and client satisfaction.

What it does:

Alongside automated scheduling, the AI chatbot serves as a digital receptionist, capable of handling scheduling requests and inquiries directly from your website. This integration creates a seamless client journey from the first point of contact to the scheduled appointment.

THE IMPACT:

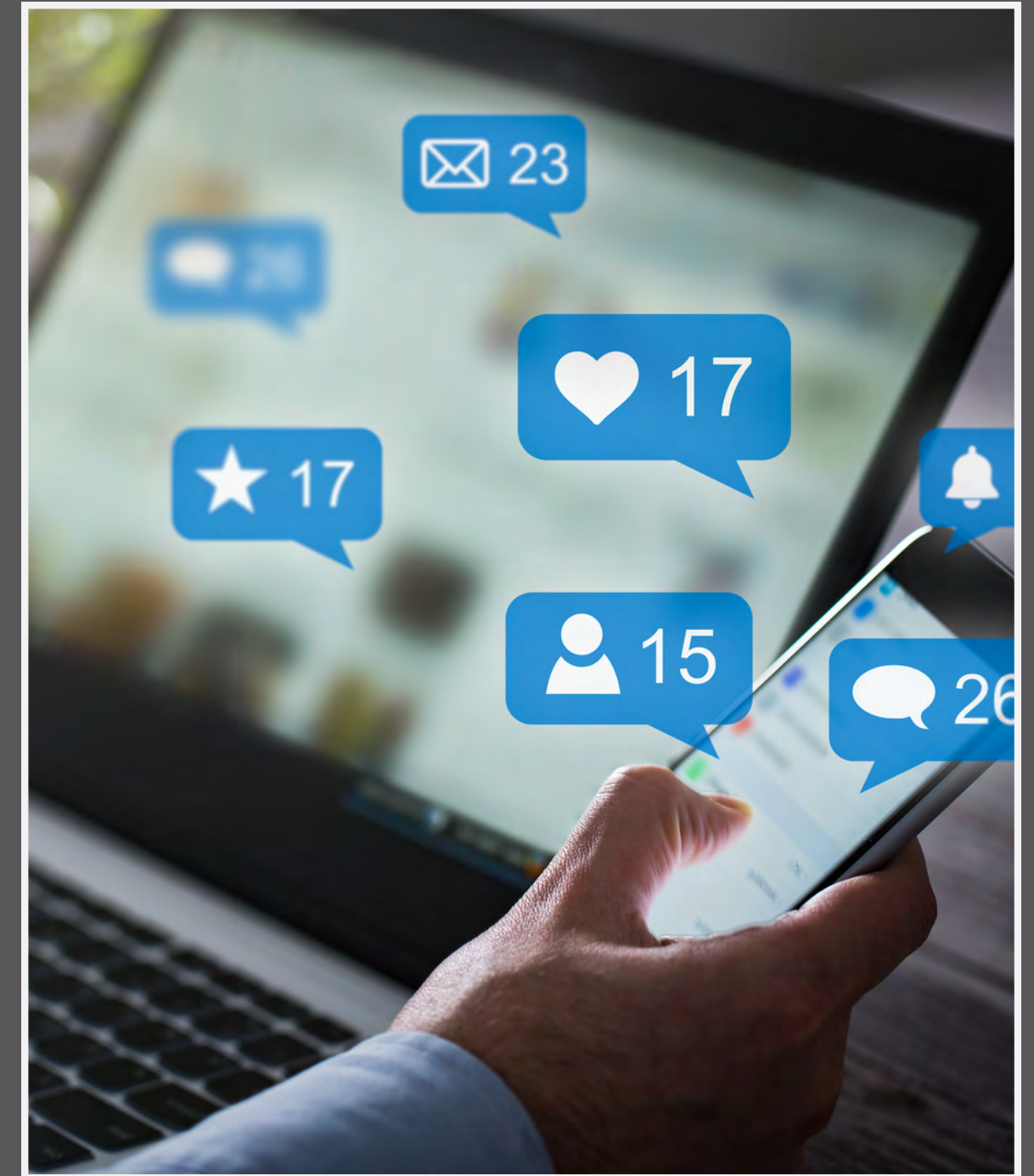
- **Empowerment for Attorneys:** With less reliance on assistants for scheduling, attorneys gain more control and insight into their schedule, empowering them to focus on what they do best - practicing law.
- **Client Satisfaction:** The immediacy and ease of scheduling enhance the client experience, projecting an image of a modern, client-focused practice.
- **Operational Efficiency:** The firm operates more efficiently, with reduced administrative burdens and a streamlined scheduling process that benefits both staff and clients.

3) The Tangled Web of Manual Social Media Management

In today's digitally-driven legal landscape, maintaining an active social media presence is non-negotiable. Yet, for many law firms, managing various social media profiles has become a cumbersome task often relegated to assistants. This approach, however, is fraught with challenges and inefficiencies.

Frustrations and Emotional Toll:

- **Inconsistent Branding:** Managing multiple platforms manually can lead to inconsistent messaging and branding, confusing potential clients.
- **Time-Consuming Process:** Crafting and posting content across various platforms consumes a significant amount of time, detracting from other critical tasks.
- **Lack of Strategy:** Manual posting often lacks a cohesive, long-term strategy, leading to sporadic and ineffective social media presence.
- **Security Risks:** When assistants managing these profiles leave, especially under unfavorable circumstances, the security and control over these accounts are jeopardized.



Centralized Social Media Management: A Beacon of Efficiency



The transition from manual to centralized social media management is not just a technological upgrade but a strategic move towards operational excellence.

By embracing this aspect of Legal Growth Pilot, law firms can effectively navigate the digital world, ensuring a robust, consistent, and secure social media presence, pivotal in today's competitive legal market.

The New Era of Social Media Management:

- **Pre-Scheduled Posting:** Schedule posts months in advance, ensuring a consistent and strategic online presence without daily manual input.
- **Unified Brand Voice:** A centralized system allows for a cohesive brand voice across all platforms, enhancing professional image and client trust.
- **Time-Saving:** Free up valuable time for assistants and legal staff, redirecting their focus to revenue-generating activities and direct client communication.
- **Enhanced Security:** With a centralized system, the control of social media accounts remains with the firm, mitigating risks associated with staff turnover.

THE TRANSFORMATIVE IMPACT ON LAW FIRMS

- **Stress Reduction:** Eliminates the daily pressure and time constraints of manual posting, reducing stress for those responsible for social media.
- **Strategic Online Presence:** Enables a more thoughtful, data-driven approach to social media marketing, potentially increasing client engagement and acquisition.
- **Operational Efficiency:** Streamlines the social media management process, allowing for more efficient use of resources and personnel.
- **Security and Control:** Ensures that control over social media profiles remains firmly in the hands of the firm, securing the firm's digital presence.

5 LONG TERM LAW FIRM MARKETING BENEFITS OF CONSISTENT CONTENT PRODUCTION

1. Establishes Authority and Expertise:

Regular, informative content positions you as a thought leader in your field. It's like wearing a badge of expertise – **clients and peers start seeing you as the go-to source for law wisdom.**

2. Builds Trust and Relatability:

By sharing knowledge in a down-to-earth manner, you're not just a name on a business card. You **become a trusted advisor**, a familiar face in the sea of legalese. It's like being that friend who also happens to be a legal wizard.

3. Enhances Online Visibility & SEO

In the digital age, content is king. **Consistent, quality content boosts your online presence**, making you more discoverable to potential clients. It's like leaving breadcrumbs across the internet that lead right to your door.

4. Engages and Educates Potential Clients:

Your content acts as a pre-consultation educator. **It answers questions, dispels myths, and eases concerns** even before the first meeting. It's like having a conversation with clients before they pick up the phone.

5. Differentiates Your Practice

In a field where differentiation is challenging, **unique and engaging content sets you apart.** It's not just what you say, but how you say it that can make you stand out from the crowd.



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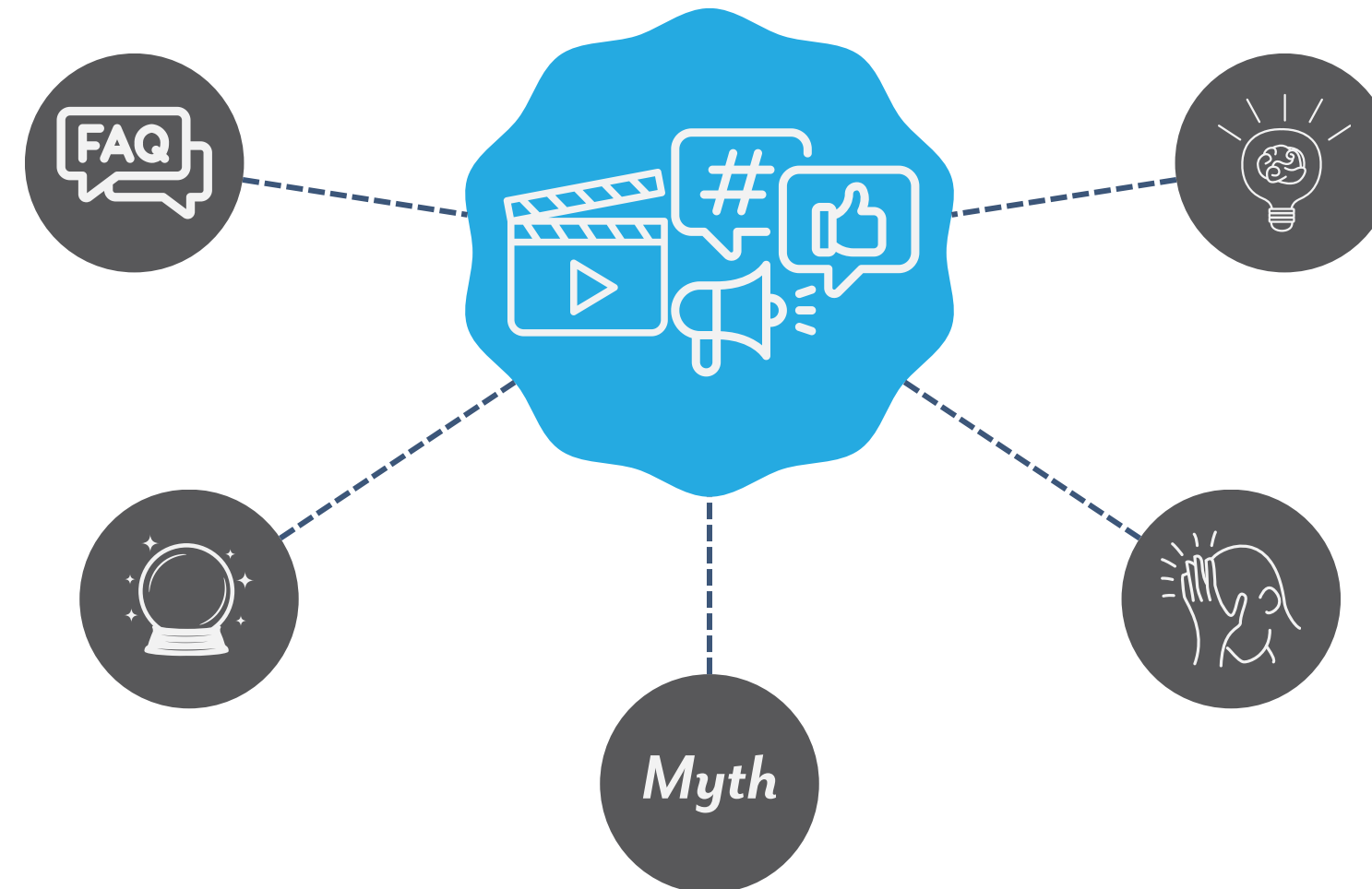
TYPES OF CONTENT TO CREATE FOR YOUR LAW FIRM

FAQs

Answering the common questions you get about your services and law firm allows you to get straight into figuring out if and/or how you can help a prospective client. This saves you time down the road and improves efficiency.

SAQs

Suggesting questions your prospective clients should ask attorneys like you allows you to establish the decision criteria in your favor. Obviously, you want to suggest questions you excel at delivering upon that tip the scales in your favor.



Myth

Myths

Obviously, there are a lot of misconceptions about the law and how someone should proceed. This is your chance to dispel those myths and provide knowledgeable guidance for your prospective client so they can make an educated decision.

Little Known Facts/Trivia

Sharing trivial aspects about your industry and past cases can build bridges to potential clients. It shows them you're invested in your industry, take pride in it and want to spread knowledge versus hoarding it.

Mistakes

Warning a prospective client about the pitfalls and costly mistakes others in their situation have made gives you a leg up on the competition. It's not that your competitors are unwilling to share this information, but putting it out there proactively helps differentiate you from them.

TYPES OF CONTENT TO CREATE FOR YOUR LAW FIRM

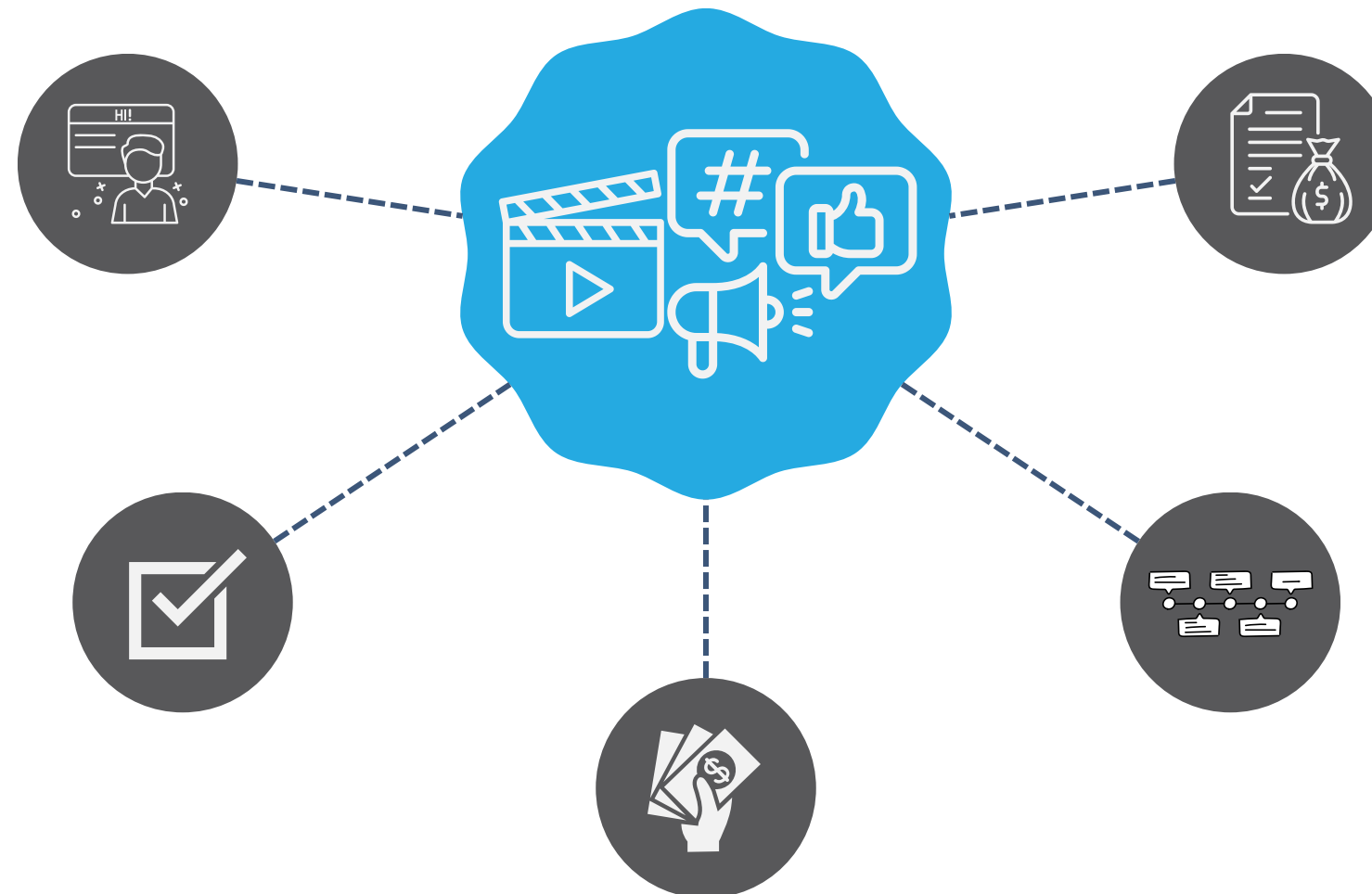
Employee Introductions

Give your law firm a personality by introducing yourself and your staff through video. It personalizes the experience and breeds familiarity with prospective clients before they step into your office for the first time. They feel like they know you before they even meet you.

Fit or No Fit?

Outlining who is a good fit as a client versus who isn't helps both parties involved. If you're not as well versed in a particular type of case, you're helping your prospective client make an informed decision.

Likewise, it's good to set an expectation of what makes for a good client so if they decide to hire you, their case goes smoothly.



Costs/Pricing

While it's impossible to predict exactly how much a case might ultimately cost a prospective client, it behooves you to share ballpark figures to remove sticker shock and buyer's remorse when you host your in person strategy session.

Claims We Make

Almost every business makes claims as to how they're different from the rest. What makes your law firm different from the one around the corner who provides the same basic services? What makes you unique? What can your client expect that he/she won't get elsewhere?

Client Journey / Timeline

Another common question you likely get is: "How long will this take?" Much like giving a ballpark on pricing, it's a good idea to outline what a typical case might require in terms of time and milestones so there are no surprises. Consider providing a broad based timeline graphic for each type of case you handle.

MORE TYPES OF CONTENT FOR YOUR LAW FIRM

Tips - The Corollary to Mistakes

Think of these as the **life hacks of law**. Your content should be like a Swiss Army knife - handy, practical, and always useful. Share bite-sized nuggets of wisdom, from 'Top 5 Ways to Prepare for Mediation' to 'How to Keep Your Cool in Court.'



Holiday / Seasonal Tie-In

This is content you can easily use to **build rapport with your target audience**. The best part about it is the recycle factor. You produce it once, and you can reuse it each year thereafter. The holidays don't change so why not take full advantage?



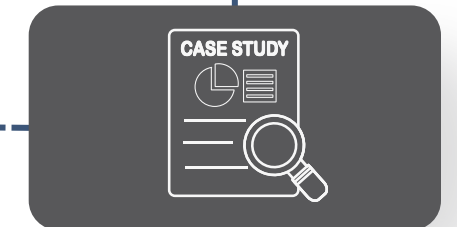
The Far Reaching Impact of Your Content - Omnipresence

What's the superpower here? Reach and repetition. By spreading your wisdom across platforms, you're not whispering into the void; you're amplifying your voice in the digital arena.

You become omnipresent - the legal guru who's everywhere at once. **It's like having billboards on every digital highway.**

Quick Case Studies

These are like **the campfire stories of your practice** - real, engaging, and full of lessons. Share anonymized stories from your past cases, focusing on the journey and the outcome. It's like saying, 'Here's what I've done, and here's how I can help you.'



News / Current Event Tie-In

Here's where you **connect the dots between what's happening in the world and your practice**. Whether it's a high-profile case in the news or new legislation, use these events as a springboard for your content. It's like being the Dan Abrams of local law - timely, relevant, and always on point.

EXAMPLE TIMELINE: BASIC CLIENT ONBOARDING PROCESS



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1. Initial Consultation & Intake

Discuss client's case/needs, answer basic questions, assess potential fit. Assess potential conflicts of interest. Explain fees and engagement agreement.

3. Strategy Development & Case Planning

Discuss legal options and potential outcomes with the client. Develop a preliminary legal strategy and action plan. Set communication expectations and establish next steps.

2. Information Gathering & Document Review

Obtain all relevant documents, evidence, and communications from the client. Conduct additional research as necessary. Analyze information and identify key areas.

4. Client Communication & Updates

Regularly communicate progress updates and key developments to the client. Address client questions and concerns promptly and clearly. Maintain transparency and trust throughout the case.

5. Case Initiation & Action

File necessary legal documents (complaints, motions etc.) Engage in negotiations or mediation as appropriate. Prepare for court appearances or trial (if applicable).

5 PLATFORMS TO RAPIDLY EXPAND YOUR VISIBILITY & AWARENESS

Your Blog

Think of your blog as your **home base, your personal stage**. It's where your voice, style, and expertise shine like a disco ball at a 70s party. Each post? A conversation starter, a thought-provoker. Here, you're not just sharing advice; you're starting a dialogue, creating a vibe that says, 'Hey, I know my stuff, and I'm here to help.' Plus, Google loves a good blog – it's like catnip for search engines.

Facebook + Instagram

Facebook and Instagram are where your content gets to dress up and hit the town. **It's all about eye candy here** – vibrant images, catchy captions, and those oh-so-addictive Stories. Think of it as bite-sized wisdom wrapped in a pretty package. Perfect for those 'scrolling-through-their-feed' folks who want their legal advice with a side of visual flair.



LinkedIn

You're there to **network**, share your insights, and rub elbows with other professionals. Your content here is a mix of your expertise with a dab of personality. Share those thought-leadership articles, engage in discussions – it's your chance to show you're not just another expensive suit looking for billable hours.

YouTube

Here's where your content goes full Hollywood. It's **storytelling with visuals, personality, and flair**. Think vlogs, explainer videos, or even animated shorts. It's your chance to be the star of the show, to make complex legal topics as engaging as the latest Netflix binge.

X

The land of 280 characters where **your content needs to be as sharp as a tack and as quick as a hiccup**. It's the espresso shot of your communication – short, strong, and packs a punch. Perfect for quick tips, industry news, and joining in on the latest legal banter.

4) The Underestimated Impact of Client Reviews

As an attorney, you understand the power of evidence and testimony in the courtroom.

But when it comes to the court of public opinion, are you leveraging the full potential of client reviews? Often, attorneys shy away from actively soliciting reviews due to discomfort or a misconception about their importance.

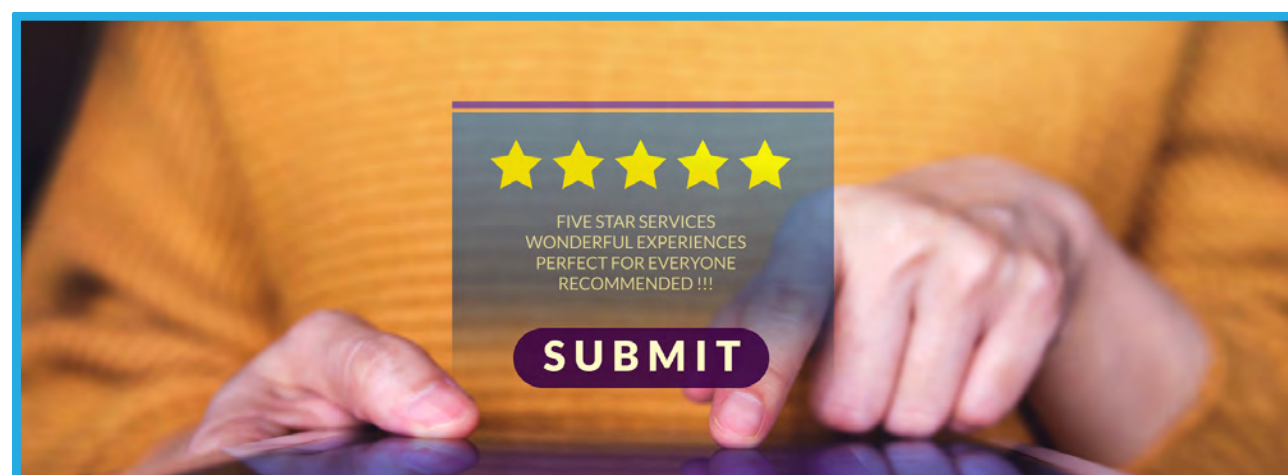
However, in today's digital age, client reviews are a critical component of your firm's reputation and can significantly impact revenue and client acquisition.

The Challenges and Consequences:

- **Missed Opportunities:** Not asking for reviews can lead to a scarcity of positive testimonials, which are crucial for attracting new clients.
- **Awkwardness in Requesting Reviews:** Many attorneys find it uncomfortable to ask clients directly for reviews, resulting in missed opportunities for positive feedback.
- **Underestimating Impact:** A lack of understanding of how reviews influence prospective clients' decisions can lead to undervaluing this powerful tool.
- **Delayed Responses:** Not responding to reviews, especially negative ones, can harm your firm's reputation and client trust.



Transforming Review Management with Legal Growth Pilot



By integrating Legal Growth Pilot into your practice, you transition from a passive approach to a proactive strategy in managing your online reputation.

This shift is not just about collecting more reviews; it's about understanding and harnessing their power to grow your practice.

Automated review management is more than a convenience; it's a strategic tool in your arsenal to build a reputable, thriving legal practice.

Automated Review Solicitation:

- **Ease of Use:** Clients are automatically prompted to leave a review, eliminating the awkwardness of direct requests.
- **Targeted Approach:** Depending on their rating, clients are guided to preferred review sites, ensuring that positive experiences are prominently shared.
- **Versatility in Collection:** Choose to guide clients directly to review sites or first gauge their satisfaction level, tailoring the approach to each case.

IMPACT ON YOUR PRACTICE:

- **Increased Visibility and Trust:** A steady stream of positive reviews enhances your online presence and builds trust among prospective clients.
- **Enhanced Client Acquisition:** Positive reviews serve as powerful testimonials, directly contributing to new client acquisition.
- **Time and Effort Savings:** Automating this process frees up your time and your staff's time to focus on revenue-generating activities.
- **Informed Practice Improvements:** Feedback from reviews provides valuable insights for continual improvement in your services.

5) The Hidden Challenges of Traditional Referral Methods

As a dedicated attorney, you've honed your skills in the courtroom, but when it comes to harnessing the power of referrals, are you playing your best hand?

Many attorneys, like you, may feel awkward or even desperate asking for referrals directly from clients. This hesitation, stemming from a traditional mindset of relying solely on legal expertise for business growth, often leads to missed opportunities.

The Underlying Problems:

- **Perceived Desperation:** The discomfort in asking for referrals can make attorneys feel needy, affecting their professional confidence.
- **Over-reliance on Legal Excellence Alone:** While being a skilled attorney is crucial, neglecting the business aspect, like generating referrals, can hamper practice growth.
- **Missed Revenue Opportunities:** Without a solid referral system, you're potentially overlooking a significant source of new, qualified clients.
- **Lack of Systematic Approach:** Randomly or sporadically asking for referrals leads to inconsistent results and missed chances for expansion.



Transforming Referral Processes with Legal Growth Pilot



It's time to move beyond the notion that exceptional legal work alone will ensure the growth of your practice. In today's competitive landscape, embracing an automated referral system like Legal Growth Pilot is not just a convenience; it's a strategic necessity.

By doing so, you're not only enhancing your business development efforts but also providing a seamless experience for your clients to support and refer your services.

The Automated Referral Revolution:

- **Subtle and Consistent Requests:** Automated systems remove the awkwardness of direct requests by subtly integrating referral prompts into regular client communications.
 - **Tracking and Follow-Up:** With automated tracking, you can follow up on referrals effectively, ensuring no potential client slips through the cracks.
 - **Enhanced Client Experience:** A streamlined process not only benefits you but also makes it easier and more convenient for clients to refer your services.
 - **Data-Driven Insights:** Automated systems provide valuable data on referral sources and client preferences, enabling targeted business growth strategies.
-

IMPACT ON YOUR PRACTICE:

- **Increased Client Acquisition:** A consistent flow of referrals leads to more client engagements and a broader client base.
- **Reduced Marketing Costs:** Referrals are a cost-effective way to gain new clients compared to traditional advertising.
- **Strengthened Client Relationships:** Clients who refer others are more likely to feel invested in and loyal to your practice.
- **Sustainable Practice Growth:** By leveraging the power of referrals, you create a self-sustaining cycle of new business opportunities.

6) The High Cost of Disconnected Client Relationship Management

In the intricate landscape of legal practice, where every client interaction can make or break a case, the lack of a centralized Client Relationship Management (CRM) system can be particularly detrimental.

According to a Salesforce report, **businesses without a CRM can lose up to 79% of leads**. For law firms, this translates into a significant loss of potential clients and revenue.

The Multilayered Challenges:

- **Lost Leads and Opportunities:** Without a centralized system, tracking and nurturing leads becomes a haphazard process, leading to a high loss of potential clients.
- **Inefficient Communication:** Managing client communications across different channels without a unified system can result in inconsistent and delayed interactions.
- **Data Disorganization:** Scattered client information hinders the ability to provide personalized and timely services, impacting client satisfaction and retention.
- **Increased Stress and Workload:** The lack of automation in messaging and follow-ups adds to the workload of your legal team, reducing efficiency and increasing stress.



Embracing Efficiency with Integrated CRM and Automated Messaging



The implementation of an integrated CRM and automated messaging system is not just an upgrade in technology; it's a strategic shift towards a more client-centric and efficient practice.

Legal Growth Pilot's integrated approach ensures that no lead is lost, every client interaction is optimized, and your team can work at its highest potential.

The Integrated CRM Advantage:

- **Holistic Lead Management:** A unified CRM system ensures that every lead is tracked and nurtured through their journey, significantly reducing the loss of potential clients.
- **Streamlined Communication:** With integrated messaging, your firm can communicate with clients through their preferred channels, be it email, phone, SMS, or social messenger, ensuring timely and relevant interactions.
- **Centralized Client Data:** An integrated CRM provides a single source of truth for all client information, enabling personalized service and better client engagement.
- **Automated Follow-ups:** Automated messaging takes the burden off your team, ensuring consistent and timely follow-ups with clients.

TRANSFORMING YOUR PRACTICE:

- **Enhanced Client Acquisition and Retention:** Effective lead management and personalized communication result in higher client acquisition and retention rates.
- **Reduced Workload and Increased Productivity:** Automation in messaging and client management allows your team to focus on higher-value tasks, enhancing overall productivity.
- **Data-Driven Decision Making:** The integrated system provides valuable insights into client behavior and preferences, enabling data-driven strategies for practice growth.

7) The Fragmentation Frustration in Law Firms

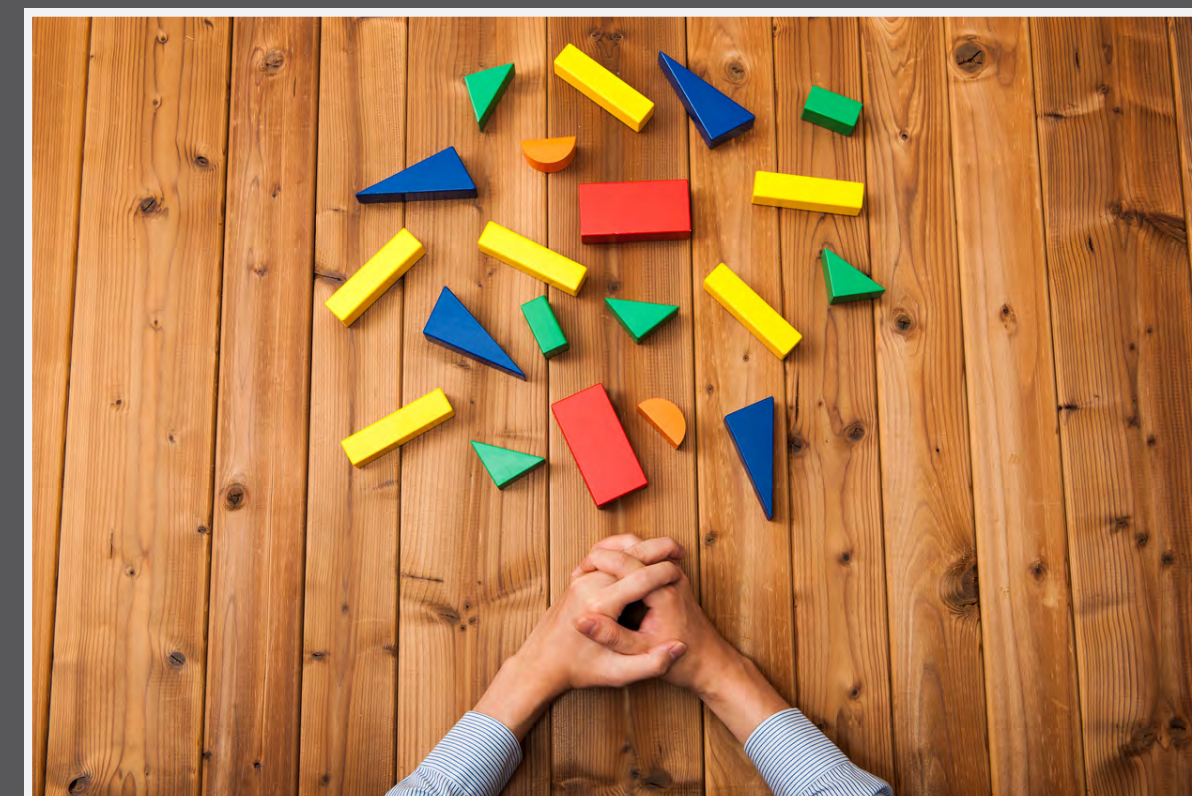
In the complex world of legal practice, managing multiple disjointed systems is akin to navigating a labyrinth with no clear exit.

As an attorney, you might be all too familiar with the chaos of using separate systems for social media, email, client management, reviews, referrals, and accounting. This fragmentation not only strains operational efficiency but also places unnecessary stress on your firm's most valuable resource – its people.

Did you know that, on average, **small businesses use 102 different apps across their organization?** It's tech overload, and you're in the thick of it.

The Multifaceted Problems:

- **Scattered Communication:** With social media and email systems operating in silos, messaging becomes inconsistent and fragmented, leading to potential miscommunications with clients.
- **Redundant Data Entry:** The absence of integration between client systems and email databases often results in tedious, error-prone manual data entry.
- **Inefficient Referral and Review Processes:** Managing these crucial aspects manually, and in isolation, squanders time that could be spent on client-focused activities.
- **Accounting Complications:** Disconnected from other systems, accounting becomes a herculean task, further complicating your firm's operations.



Embracing Centralization with Legal Growth Pilot



In today's fast-paced and competitive legal environment, falling behind in operational efficiency is not an option.

Legal Growth Pilot's integrated system is not merely a tool; it's a transformational strategy, aligning every aspect of your practice from communication to accounting.

Embracing this integrated approach not only streamlines your operations but also positions your firm for sustained growth and success.

The Centralized System Advantage:

- **Unified Communication:** Integrating social media and email systems ensures consistent and efficient client communication.
 - **Single Source of Truth:** Say goodbye to redundant data entry with a centralized client database that syncs across all platforms.
 - **Automated Referral and Review Management:** Enhance these processes with automation, integrating them directly with your communication and client management tools.
 - **Integrated Accounting:** Simplify financial management with seamless integration between your accounting software and other operational systems.
-

TRANSFORMATIVE IMPACT ON YOUR PRACTICE:

- **Operational Efficiency:** A centralized system drastically reduces time spent on administrative tasks, allowing more focus on client service and case work.
- **Cost Savings:** By streamlining operations, you reduce the need for additional resources and potential for errors, ultimately saving money.
- **Enhanced Client Satisfaction:** With more efficient and consistent communication, your clients enjoy a smoother, more professional experience.
- **Data-Driven Decisions:** Integrated systems provide valuable insights, enabling you to make informed decisions about your practice's growth and direction.

Quick Recap



Alright, here's the scoop from our pow-wow: Navigating the maze of legal marketing can be trickier than a courtroom cross-examination, but it doesn't have to be your Achilles' heel. We've unraveled the seven costly marketing mistakes that are likely holding your firm back from its true potential.

First, we looked at the game-changer of offering **24/7 accessibility** to your clients - because legal woes don't stick to a 9-5 schedule. Then, we **tackled the old-school woes of manual scheduling** - time to bring your firm into the digital age! We also shined a light on the **power of social media** – it's not just for influencers; it's a vital tool in your arsenal.

Don't forget the might of **online reviews and referrals** – these are your secret weapons for credibility and trust. We also dove into the tech jungle, showing you how to **streamline your processes and save some serious coin** by consolidating your apps and systems.

So, where to from here? Simple. Don't let these common pitfalls be the kryptonite to your Superman. It's time to empower your firm, and we've got just the toolkit to help you soar. Take the next step and visit LegalGrowthPilot.com/schedule to set up a quick Discovery Call. Let's transform your practice from hidden gem to shining beacon in the legal world. Your journey to law firm stardom is just a click away!





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Success Map

1

Offer 24/7 Access

Your prospective clients don't just search for you from 9-5 M-F.

Answering Service

Installing a chat bot with automated missed call text back allows clients to contact you at their convenience.

2

Enable Online Scheduling

Free yourself from frustrating phone tag so you can focus on providing even better client service.

Appointment Manager

When prospective clients can schedule themselves, you get more leads.

3

Leverage Social Media

No time to make offers or post on social media?

Social Planner

Pre-schedule social media posts with the help of AI so you can stay top of mind for prospective clients.

4

Ask for Reviews

Automate the review request process so you can get more reviews and ascend Google's rankings.

Review Collector

Our system will automatically send review requests to satisfied clients so you don't have to think about it anymore.

5

Encourage Referrals

Just like asking for reviews can feel awkward, the same is true for referrals.

Referral Generator

Automate referral generation just like reviews so you can land more cases.

6

Stop Money from Falling Through the Cracks

Manual processes and piecing together multiple systems leads to forgetfulness and confusion.

CRM

Manage everything in one central place so you capture every lead and dollar due.

7

Save Money!

Replace several apps and services by moving everything to one platform.

Consolidation

You're likely paying for multiple services from several different providers. That stops today so you can save money and have all your data in one place.