

January 2017 Strategy Call



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Earn \$15 Per Appointment Set (Marketing Technique)

Objective

Juliana Crawley, marketing manager at the Crawley Law Firm, explains how their firm is currently achieving a \$15-per appointment set, for a specific type of marketing.

Below is the letter she uses, transcript, and recording of our Strategy Call.

Links from this call

- 1) Download the recording of this Strategy Call by [clicking here](#).
- 2) Download the sample letter [here](#).

Call Transcription

Philip: We have a special guest today, Juliana Crawley from the Crawley Law Firm of Arkansas. About sixty days ago, we were talking on the phone and I asked her to share what's working and not working for her firm.

When she shared with me what she's doing in terms of marketing, and the result she's getting, I asked her to come on the next Strategy Call to share with the group.

Juliana, start us off by telling us about your law firm: where you're at, the sort of market you're in, and the volume you do.

Juliana: My husband is a bankruptcy attorney, and I'm the marketing manager in our law firm. He's been practicing for about twenty years. He's been solely in bankruptcy for about sixteen of those years, and we've had our own practice for fourteen years. I have been with him every step of the way since we started our business, so I've learned a lot over the last fourteen years.

We're in Jonesboro, Arkansas, which is a hub for Northeast Arkansas. There's a lot of farmers in this area. It's a town of about seventy thousand, but on the weekends, there's about a hundred and fifty thousand because we have the mall and different shopping.

We market to all of Northeast Arkansas, and our goal is to open twenty cases a month, and we only do bankruptcy. I keep up with our marketing, and I've noticed that for last year about sixty percent of our clients are from word-of-mouth. You know, you can't buy that; that's just offering good customer care and being good at what you do, and they tell their friends and family, and then they call you.

I noticed another ten percent, which we're not spending a lot of money on, and that is our direct letters that we're sending out, our direct mail. We've been doing this for about ten years, but we've made some tweaks, including 720 and the [crosstalk 00:04:03] call volume ...

Philip: When it comes to these marketing letters, which is where you're generating \$15 per appointment, one question I have is this month, from the last batch that you sent out, you set ten appointments from one block of letters. Right?

Juliana: Yes, we get about a ten percent call rate, so if I send out a hundred letters, ten people called to make an appointment. And that's huge.

Philip: So before I read the letter, explain to who we're writing to, and you've been doing this for ten years, so where do you get the names and who are you writing to?

Juliana: There are district courthouses, and it's public record who has lawsuits filed against them. Some of them are from credit card companies, hospitals, doctors offices, and landlords. I just send them a letter saying that I got their information from the courthouse, and we're here to help them.

Philip: Let me read it to you. (To see the letter, [click here](#))

I want to make it clear. The first line of this letter says: "If you've already been retained by a lawyer, please disregard this letter." The very bottom of the letter says: "Any complaints about this letter of representation of any lawyer may be directed to the Supreme Court Committee of Professional Conduct care of Cleric Arkansas Supreme Court, 625 Marshall Street."

Transcription, continued...

Whatever disclaimers you need to put in this letter is completely unique, but it all starts by saying:

"Dear Juliana, a list of the case filings at the Craighead County Clerk's Office reflect that you've been named in a lawsuit, and I am not representing the party that is suing you. Let me show you your options. I know you've been receiving similar letters from other attorneys offering to defend and negotiate the claim that has been filed against you and help you file bankruptcy, but I want you to know that I offer much more than bankruptcy or a simple defense of negotiation of the lawsuit. My firm offers a simple program, not only to help you obtain debt relief that you want and need, but also will show you how you can restore your credit score and achieve financial security. I've helped many others facing the same challenges that you face, and I want to help you, too."

Then it says, "Hey, here's where to call me, etc."

Juliana, before you changed it to include the part on credit scoring, you were receiving a certain response, but once you added the credit scoring, it enhanced it, correct?

Juliana: Yes.

Philip: Tell us about some of the things you've heard from other clients that are calling in.

Juliana: We've had potential clients come in for their appointment and tell us about other letters because there are several other bankruptcy attorneys in the area, and they're doing the same thing. They said that, "We received several letters from several different attorneys, but the information that you provided got our attention, and we wanted to talk to you first."

They're coming in because they know that we're not just going to file bankruptcy for them. We're going to give them the information to help build their credit score after they file the bankruptcy, and that's through the 720 Program.

Philip: Every bankruptcy attorney out there is selling the same thing. But if you're not using 720 in your marketing, you're just leaving money on the table, especially going into this time of year. When you've got something like this, you compare the cost of this. I mean this is a pain to do, right? Go to each courthouse and get names. I It's a lot easier to call up Total Attorneys or Lead Rival and pay \$35-50 per lead.

Philip: But if you look at the cost of doing this and the response, there's absolutely no comparison, and we just invite everyone to try this out in your marketplace.

If anyone has any questions for Juliana, hit 5-star and you can raise your hand, 5-star. While we're waiting for those questions to pop up, I just want to say one more thing. We're writing a book called "Rebuilding Your Life After Bankruptcy, It's Easier Than You Think."

We're going to write it all for you and make you the author. We're going to lever a thousand copies to you, and literally, it's just going to appear on your doorstep ninety days from now. If you are interested in participating in this, let me know

Gary: Hi this is Gary in Sacramento, California. We're still here doing bankruptcy. A large part of that is because we offer your program. What I'm interested in is has anybody found a way or a company that provides information on lawsuits? I can find them for abstracts of judgment, the usual foreclosure letter stuff, but nothing for lawsuits. Anybody got any ideas?

Transcription, continued...

Juliana: I personally haven't done one. The best thing for me is just to go directly to the courthouses, but I haven't seen anything that I could buy a list from.

Gary: Okay. That was my experience. I have people going to the courthouses myself, and it does work. We have a few that are out there that are doing the same thing. How they're getting their information, I don't know, but I will say, if you're going to do it, your letter needs to be the first letter there. If your letter's the third letter there, they've already gone to one of the first two.

Ronn: I had a question for Juliana. I was wondering, how do you market the 720 to your clients when you meet with them. How do you sell it to them? What do you do? Do you include it in the price of the bankruptcy or is it an add-on?

Juliana: For us, it's included in the price of the bankruptcy, and we just let them know that we're the only bankruptcy attorney in the area that offers this. They see the value, and say that that's why they decided to go with us. I have had people get several letters, and they said that they chose to call us, but that's where that consistency comes in that Gary was talking about. You want to be one of the first ones sending the letter, but Mr. Crawley, our attorney, he just tells them, "Look, we not only care about getting you through this process and hand-holding you and helping you every step of the way and answering any questions you have, but after you are discharged, we want to give you this tool for you to get your credit score up over the next couple of years."

Gary: I let them know in the letter that we have that at the end of the equation when they're in my office, and I've done everything, I've calculated my fees. At the bottom of my worksheet, I say, "Now, I've got a thousand dollar gift for you." It's a very effective for a closer that, "Gee, this attorney is giving me something."

Then I tell them, "The only thing I'm going to ask is that when you get through this, is that you write a review. Rate me on the Internet." That's what I ask in return for that gift. It works out pretty nicely.

Philip: Let's unpack that a little bit because that's the first time I've ever heard that. You're taking through the people through the entire process, and you say, "I have a thousand dollar gift for you." Do you show them the website?

Gary: At the end of doing the analysis and everything and quoting my price, then I give it to them. I still don't give them who it is, and the reason I don't give who it is, I don't want one of my competitors doing the same thing.

Philip: So when they say "a thousand dollar gift", you don't show them the website, you don't show them anything? What's their typical response?

Gary: Well, part of what I say is, "Once we get you through this process, I will have the company contact you and get started." I describe the process; I just don't put a name to it. What I found is that the people that use it, and I tell them, "Hey, I've been dealing with these people for three years, and until I ran into yours, I never heard of such a thing as a Ripoff Report Verified Safe company." If they know what Ripoff Report is, that really gets their attention.

It's a very effective tool. They like it. It certainly increases my retain rate, and I don't charge extra for it. I feel the extra is what I get in goodwill and in the clients and the price I charge. Though I didn't significantly change my prices when I got you, I've slowly changed my prices for other things. I'll be blunt: it's a good investment. I get my Roloids out every time you take money out of my account, but it's worth every penny of it.

Transcription, continued...

Philip: Thank you, Gary. You're great. Okay, so any other comments? We're sharing for the good of the whole. There's people on from all over the country here. Anyone else like to share something that's working for them?

Charles: Hi, Phillip, this is Charles calling from Allentown. I've got two things that I wanted to add. The way that we're doing this is basically as an added value if someone balks at the price, so the sales approach that we have at the moment is, let's say for a Chapter 7 Bankruptcy, we're charging somewhere between two thousand and twenty-five hundred, depending upon the circumstances. If somebody says, "Oh, Geez, so and so down the street told me they would do it for twelve hundred", that's when we offer the 720 Program in that fee as one of the reasons amongst about a handful of reasons that we're better than the guy down the street that's doing it for a thousand bucks less.

If they don't balk at the price when we throw it out, then we are marketing it to them as a separate add on for an extra five hundred bucks for half price, or in some cases three hundred bucks. We're feeling it out. What we're trying to do is get everybody to twenty-five hundred bucks in any strategy that we can.

Philip: Very nice. What percentage of your people are you throwing it in, and what percentage of them are taking the five hundred dollars?

Charles: I'd say it's about fifty-fifty.

Philip: Okay, well, this has been a great call. If anyone wants more information regarding the book we're doing, the delivery date on that's going to be April 30. Just shoot me an email, and we'll go from there. Thank you everybody. Have a great day.