

July 2014 Strategy Call



1

Part 1 of 10 - Using 720 in Your Marketing

Objective:

How to use 720 in all your marketing.

Downloads from this call:

- 1) [Click here](#) to download this July 2014 Strategy Call.
- 2) [Click here](#) to download the June 2014 Strategy Call.
- 3) [Click here](#) to download the March 2014 Strategy Call.

Key Points:

On this call, I will explain how you can market 720 to your clients and leads in the following nine ways:

- 1) Buying Leads
- 2) Online Advertising
- 3) Direct Mail Advertising
- 4) Radio Advertising
- 5) Past Clients Advertising
- 6) In-Office Advertising
- 7) Postcard Marketing
- 8) Billboard Advertising
- 9) Television Advertising

Call Transcription

Welcome to the July 2014 Strategy Call for 720. My goal for this call is to help you implement our program better, so you can touch more lives and make more money.

For the next 10-months, I'm going to be following up on the June 2014 Strategy Call, where I created the 720 Scorecard. On this call, I talked you through the 10 ways that our attorneys are generating more income by using 720 in their practice.

Each month, I'm going to go through one of the ten ways. This month, we are going to start with marketing.

The question I asked on the scorecard is simple... On a scale of 1-10, rate yourself on the following question:

How well have you included 720 in all of your marketing?

Please rate yourself on a scale of 1-10, 10 being high.

Now, let's dig into this. Please have a pen and paper ready, as I'm going to go through a series of marketing options and our goal is to move this number up between now and the next strategy call.

Let's discuss the following potential ways to market your services. Our bankruptcy attorneys have used all of these.

- 1) Buying Leads
- 2) Online Advertising
- 3) Direct Mail Advertising
- 4) Radio Advertising
- 5) Past Client Advertising
- 6) In-Office advertising

Below are three things that our attorneys have not yet used 720:

- 1) Post Card Marketing
- 2) Billboard Advertising
- 3) Television Advertising

Now, let's review each one:

BUYING LEADS

Many of you already do this. If there is a common complaint that I hear the most, it's that these leads don't work as they are always shopping for the best price.

Remember, people don't want a high credit score. They only want what a high credit score is going to give them.

For example, are they going to buy a car or a house in the next few months? Do they want the lowest interest rate? If yes, then they need a good credit score.

Simply tell them "People don't hire me because I can discharge their debt...

'People hire me because of what I can do for them... etc., etc."

I have attorney after attorney who have said to me, "If it wasn't for 720, I wouldn't have gotten this client. The client even told me that he found a cheaper price elsewhere."

Transcription, continued...

My next point on buying leads is where are you buying them? I've heard over and over that "Lead Rival" provides the best bought leads. Since we have sent them so much business, they give our clients a special break, so let us know if you want an intro.

ONLINE ADVERTISING

Online Advertising means that you are doing exactly what "Lead Rival" would be doing for you, but now you are cutting out the middleman.

Let me explain what my other attorneys are doing. This is for attorneys who want to spend at least \$1,000 in advertising on Google and generate leads instantly.

There is a company called "Scorpion Design." If you go to their website, you would think that they are a web development company, but in actuality, they are an Online Advertising Company.

Here is how it works.

You enter a 4-month agreement to let them handle your advertising and they will do all the work for you, AND build a new website for you to make sure that the traffic they are buying is converting into leads.

For our clients, they have dropped the set up fee to \$250, and will take on clients for only \$750 per month.

I currently have attorneys using them and spend between \$750-\$10,000 per month.

The good news is that across the board, Scorpion Design is beating the cost of buying leads.

The bad news is that it is a minimum 4-month contract. However, that being said, you do get a brand new website for free.

If you want an intro, let me know and I will make sure you get the 720 discount.

DIRECT MAIL ADVERTISING

Our attorneys are doing this for two reasons:

- 1) Attract more foreclosure business by sending letters to the Notice of Defaults.
- 2) Attract bankruptcy protection businesses by sending letters to people who are currently in lawsuits.

My most successful attorneys are incorporating 720 into these letters. Once again by giving the potential client the vision of what is possible for their lives after bankruptcy.

If you would like a copy of these letters let me know.

RADIO ADVERTISING

The best success story I've had to date has been from Darrell Castle, from Memphis, TN.

He went to a local radio station in Memphis and asked the DJ to come to his office so he could show him what exactly he offers to his clients. The DJ loved this and advertised Darrel's bankruptcy firm on his show, where he explained to the listeners how Darrel not only files bankruptcy, but he also enrolls his clients into a credit rebuilding program called "720 Credit Score."

Darrel assigned a special price for the program and he sold many copies.

Transcription, continued...

PAST CLIENT ADVERTISING

This is simple... How often are you staying up to date with the client?

In our March 2014 Strategy Call, we discussed how to set up an Automated Lead Follow-Up System.

You can use the same exact system to stay in contact with your past clients.

Ask yourself... What would someone who discharged from a bankruptcy want to know?

A simple thing you can do is find one interesting article on the web per month, and send that out.

Then every 5-6 emails, tell your clients about a new 720 Credit Score class that is starting up in a couple weeks.

You will generate income from this, just like Attorney Scott Sagaria is doing. This was the guy that sent 2 emails to his past clients and generated \$9,800 in revenue. I'll never forget what he said to me... "Phil, I would much rather sell your program and generate \$9,800, than do five bankruptcies per month."

IN-OFFICE ADVERTISING

This idea came from one of the attorneys in my program, Robert Geller from Tampa, FL. He shared with me this story on how he decided to frame the 11x14 "Rebuild Your Credit Score" flyer and hang it up on one of the walls in his lobby.

He was shocked by how many people came into their intake meeting interested to hear more about this "credit rebuilding" program that they saw as they were waiting in the lobby.

This is great way to find out who is interested about credit and who isn't, which makes your meetings easier to get through.

Now, I want to end with three types of marketing that we haven't explored yet and if you are interested in testing any of these out with me, we can work together to make that happen.

- 1) Post Card Marketing - This is a very cheap way to do direct mail.
- 2) Billboard Advertising - Which is obviously self-explanatory.
- 3) Television Advertising - Which once again is self-explanatory.

If you want to work together on any of these, reply to one of my emails and let's set up a time to talk. We will create a custom marketing campaign for you around any of these avenues.

In the end, the objective is to make sure that 720 is incorporated into all your communication/ marketing.

Keep in mind, people don't want a bankruptcy, they want what a bankruptcy will give them. The same goes with credit scores... They don't want a high credit score, they want what a high credit score will give them.

This needs to be the underlining theme in all your communication.