

# WILLS & ESTATE PLANNING SERVICES MARKETING

Nick Jervis  
Solicitor (non-practising)

**SAMSON**   
CONSULTING

Law Firm Growth

# Today

1. Your Marketing DNA
2. Easy life marketing
3. Your essential marketing tools
4. My Wills & Probate Multiplier System

# Who Am I?

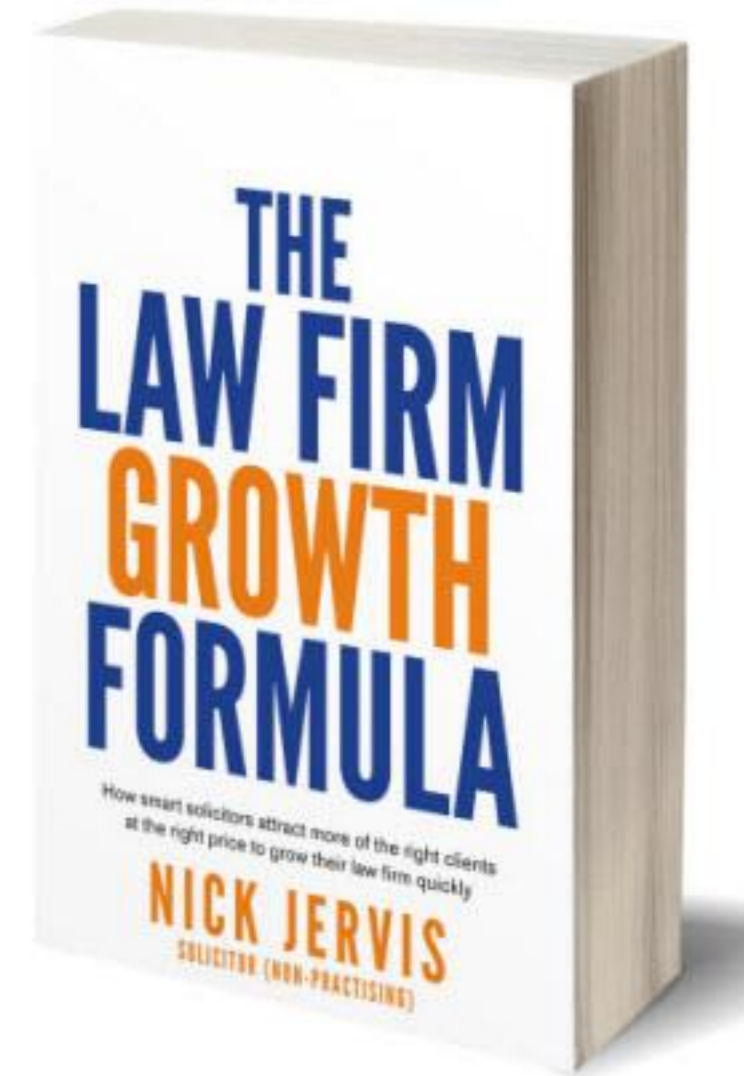
- 1991 – 2003 Solicitor
- 2003 – ongoing....



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*Solicitor (non-practising)*

# My Advice

- > £250,000 own marketing budget
- > £2 million per annum marketing spend
- Consistent results for clients
- The Law Firm Growth Formula



**amazon**

#1 Best Seller

# Marketing DNA

- Why it matters
- Your Marketing DNA
  - Now
  - Nurture



# Marketing DNA

- Marketing DNA Now
  - Lucky!
  - Can turn on tap quickly
  - Services include...
    - Wills
    - Probate (sometimes)

# Marketing DNA

- Marketing DNA Nurture
  - Not unlucky, just got to play a longer game
  - All about offering 'items of value' for download from your website
  - Services include:
    - LPA's
    - Trusts

# Your Marketing Essentials

- Your website
- Your 'items of value'
- Extra leads/clients with Google Ads
- Cross selling
- The Wills & Probate Multiplier System



# Website

- Your website's sole purpose?
  - Get your prospects contact details
- How? Build trust....
  - Depth of expertise
  - Proof of expertise

# Website

- Depth of expertise
- Content on pages
- Number of pages in your services area

Conveyancing

Employment Law

Wills & Probate

# Website



Search Co-op Legal Services



0330 606 9548

Probate ^

Wills v

Family Law v

Personal Injury v

Medical Negligence v

Employment v

Conveyancing v

Probate home

Probate complete service

[Benefits of probate complete service](#)

Fixed fee probate quotation

Probate service free in-home visit

Probate advice and support

What is probate?

Probate and inheritance tax

Do I need probate?

Probate without a will

Executor duties explained

Obtaining a copy of the will

Coroner and inquest probate solicitors

Rules of intestacy

Timeframes for probate

Our probate experts

Scottish executry and probate

# Website



Search Co-op Legal Services



0330 606 954

Probate ▾

Wills ▲

Family Law ▾

Personal Injury ▾

Medical Negligence ▾

Employment ▾

Conveyancing ▾

Wills home

Cost of making a Will

Do I need a Will?

Single Will

Mirror Wills

Trust Wills

Lasting Power of Attorney

Home visit Will writing service

Why use a professional LPA service?

Making a Will, trusts and trustees

Making a Will and children

Wills and donating to charity

Wills and tenants in common

Scottish Will and power of attorney services

Head of Wills - James Antoniou

Request a callback

Supporting Cancer Research UK

# Website

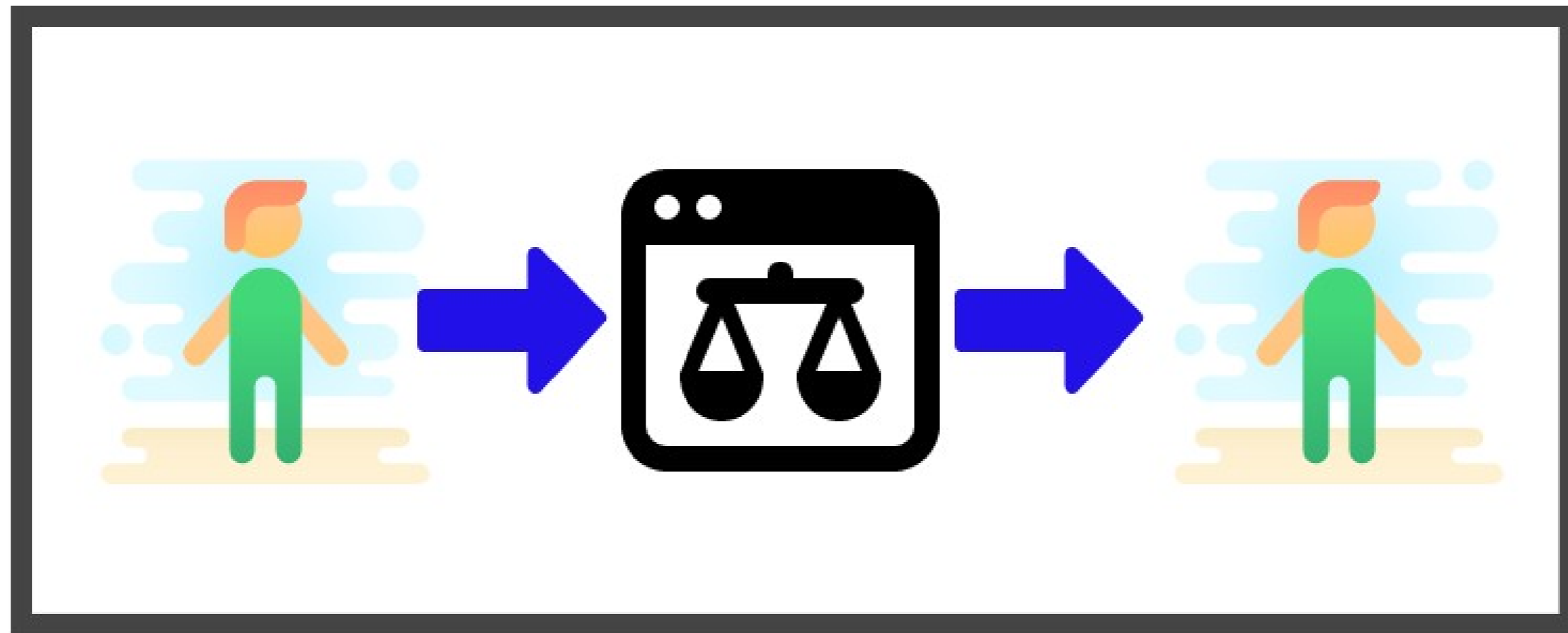
- Proof of expertise
- Reviews
- Professional memberships (STEP etc)
- Number of Wills / Probate completed

# Website

- Once built that trust:
  - Get your prospects contact details!
- How?
  - Call to actions (now & nurture)

# Website – DNA Nurture

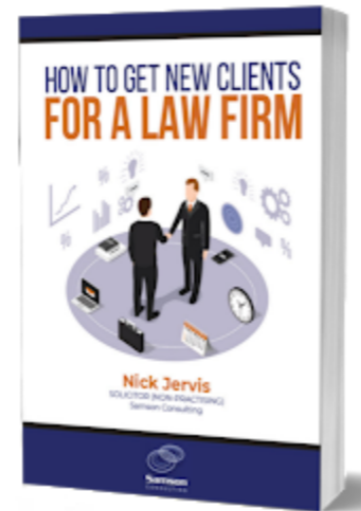
- What happens if you do not offer an item of value?



# Website – DNA Nurture

## How To Get New Clients For A Law Firm

To receive this free book already downloaded by thousands of solicitors, simply enter your email address and click the button below.




The form collects information we will use to send you updates about promotions, special offers, and news.

[Privacy Policy](#)

I Agree

**DOWNLOAD YOUR FREE COPY NOW »**

 We hate SPAM and promise to keep your email address safe.

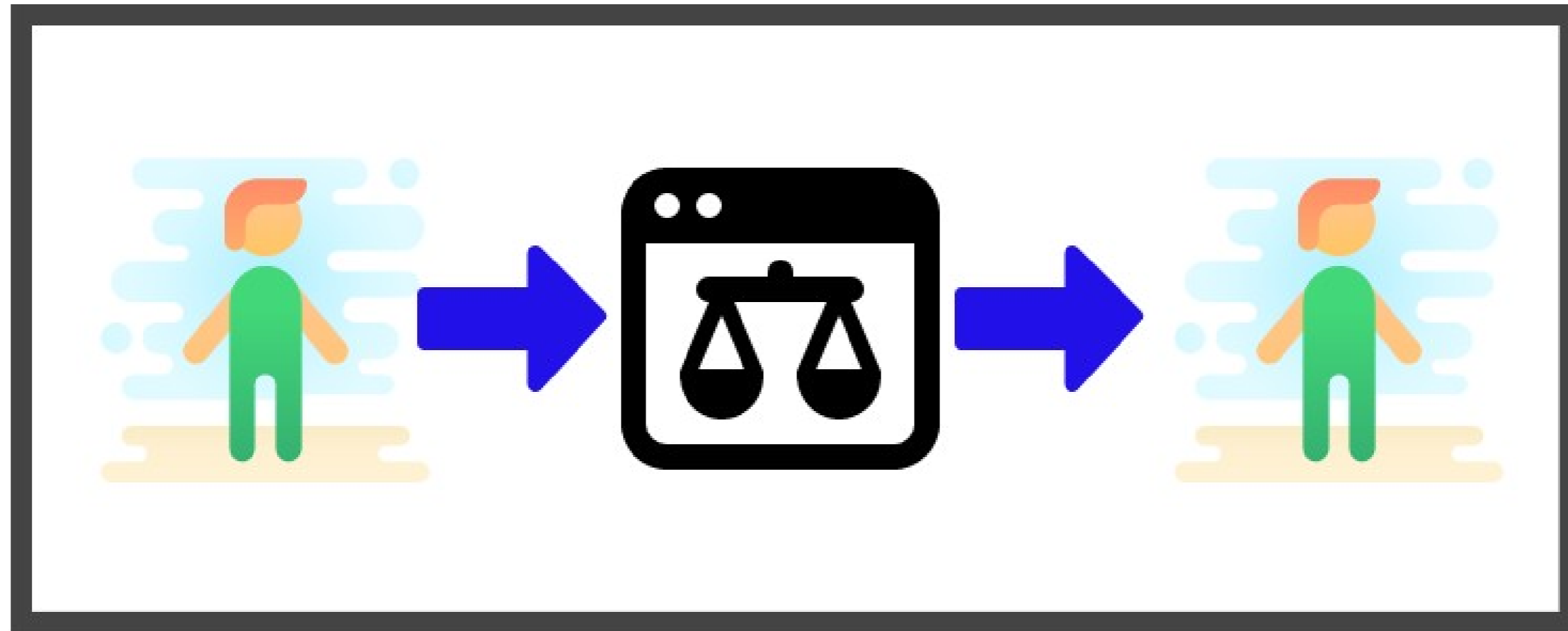


# DNA Nurture Examples

- Everything you need to know about Trusts
- What is an LPA & why must you have one?
- Your complete guide to making a Will

# Website – DNA Now

- What happens if you do not tell your visitor what to do at the end of each page?



Free Guides

Legal Marketing Services

Email Marketing Service For Solicitors

Legal Marketing Consultant

Coaching and Mentoring

Meet Me

Google Ads / PPC For Law Firms

Selling A Law Firm

Video Review

Website Design

Website Services

Products

Reviews

Success Stories

# A Really Bad Example Of A Marketing DNA Now Service Page

Imagine this, you have done your job so well.

You have paragraph after paragraph of compelling content, proving your expertise.

You break up that content with sub headings and

- Bullet points

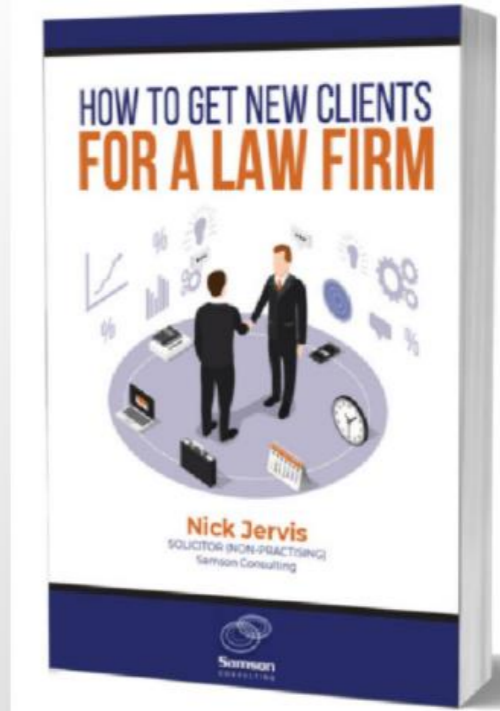
You use images to show you are a real firm with real people.



You sew in client reviews amongst the content to show that you really do know your topic well.

Then, when all of your wonderful, compelling content ends, so does the page.

FREE GUIDE -  
DOWNLOAD NOW:



DOWNLOAD YOUR FREE COPY NOW »

WHAT MY  
CLIENTS SAY



*"Nick had been advising me to start an email newsletter for ages but I was put off because I wanted to prepare a list of all of my old clients first. I finally took action when he reminded me and said "just start the list"*

Home
About Nick Jervis
Free Guides
<b>Legal Marketing Services</b>
Email Marketing Service For Solicitors
Legal Marketing Consultant
Coaching and Mentoring
Meet Me
Google Ads / PPC For Law Firms
Selling A Law Firm
Video Review
Website Design
Website Services
<b>Products</b>
<b>Reviews</b>
<b>Success Stories</b>
Free Enquiry
Login (M4S More Clients Academy)
Contact Us

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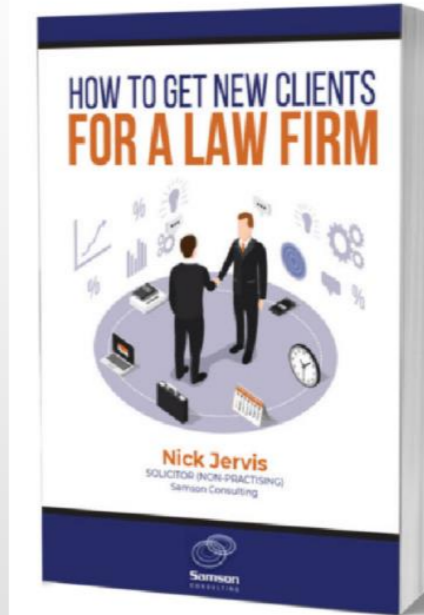
Then, when all of your wonderful, compelling content ends, you explain precisely what your visitor should do next to develop their relationship with you.

To make a free enquiry, please either call now on [0117 290 8555](tel:01172908555) to arrange a mutually convenient time for a telephone discussion, [Email](#) or complete a [Free Online Enquiry](#). There is no cost or obligation.

Or Download The Free Marketing Book For Solicitors Below:

**FREE BOOK: How To Get New Clients For A Law Firm. Click to download now:>>**

FREE GUIDE -  
DOWNLOAD NOW:



DOWNLOAD YOUR FREE COPY NOW »

*"Nick had been advising me to start an email newsletter for ages but I was put off because I wanted to prepare a list of all of my old clients first. I finally took action when he reminded me and said "just start the list today", so I did.*

*Nick was right. Within four months I have an email list of 1,000 people and it is growing all of the time, as are my referrals!"*

# Google Ads

- What are they?

About 304,000 results (0.68 seconds)

Ad · [www.tmsolicitors.co.uk/](http://www.tmsolicitors.co.uk/) ▾ 0330 311 9700

### Bristol Probate Solicitor - Probate Done Right, Fast

Speak To Us For Fast **Probate** Relief. The Affordable Done-for-you **Probate** Service

📄 Get quote - Get Probate Help & Advice

#### Probate Support Options

Probate costs explained  
How to avoid paying high fees

#### Probate Timelimits

Probate Process Has 4 Key Stages  
Learn More Here

#### What Is Probate?

Discover when you need probate  
And when to get help

#### No Upfront Costs

Using a Solicitor For Probate  
Probate Solicitors Costs

Ad · [www.affinionprobate.co.uk/grantofprobate](http://www.affinionprobate.co.uk/grantofprobate) ▾ 0330 555 8000

### Probate solicitors - Contact Us Today - [affinionprobate.co.uk](http://affinionprobate.co.uk)

Grant delivered in 30 Days for £489. Highest rated **Probate** provider in E&W - 4.9/5. 5 star...

Ad · [www.farewill.com/](http://www.farewill.com/) ▾ 020 8038 4112

### Local Probate Solicitors - Available in Bristol

Transparent, hassle-free **probate** in **Bristol**. Unlimited help from **probate** specialists. We get...

Ad · [www.co-oplegalservices.co.uk/probate](http://www.co-oplegalservices.co.uk/probate) ▾

### Bristol Probate Solicitors - Contact Our Probate Team Today

Guaranteed Fixed Fee **Probate** Service With No Hidden Costs Or Upfront Fees. Call Us Today.

# Google Ads

- Common misconceptions/problems
  - I don't click on them, so no one else does..
    - \$32 billion per quarter
  - Not generating enough clicks
    - 300 clicks per month tipping point
- DIY
  - Google Ads Express

# Google Ads

- Amazing for 'Now' services.
- ROI: 3:1
- Get brilliant at it or brilliant at managing those doing it for you:
  - More clicks/less- same spend each month
  - More clients!



# Easiest Way To Sell More Wills?

- Cross sell to ALL conveyancing clients
  - Before exchange
  - Not selling – serving
  - Don't leave it to your fee earners....

# Resources

- Slide deck
- Comprehensive guide to PPC for Law Firms

[www.samsonconsulting.co.uk/wills](http://www.samsonconsulting.co.uk/wills)