

# Great Legal Marketing LEAD CONVERSION CAMPAIGNS

**Don't JUST get leads from your Website or marketing!  
Take the FINAL STEP and CONVERT them into CLIENTS**

When prospects respond to your marketing and request your FREE OFFER, your Lead Conversion Campaign will automatically be launched from your marketing database to begin the conversion process.

## Here's what's included:

- ✓ 18 proven and professionally written marketing "touches" to be sent over a 6–8 month period.
- ✓ 6 marketing touches designed to move the quick decision makers to action immediately in the first 5 to 45 days.
- ✓ 12 additional touches designed to build and convert the herd over the next 6-8 months.

## The Marketing Touches include:

- ✓ EMAILS
- ✓ LETTERS
- ✓ POSTCARDS
- ✓ A PROFESSIONALLY RECORDED interview conducted by Rem Jackson of Top Practices and marketing cover letters to support them
- ✓ TRANSCRIPTS of the recorded conversations with marketing cover letters

**ATTENTION:  
ALL CLIENTS of**



OR any other Auto-Responder  
Database Marketing Software

**THIS IS FOR YOU!**

The Ben Glass Lead Conversion Campaign for Lawyers is \$2499.

**FAX THIS COMPLETED FORM TO 717-625-0552**

**Sign Me Up!** I want The Great Legal Marketing LEAD CONVERSION CAMPAIGN for my practice.

Please complete this information EXACTLY as it should appear in the campaign pieces:

Book Title: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Name(s) in Signature: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

Office Phone: \_\_\_\_\_ 800#: \_\_\_\_\_

Web Address: \_\_\_\_\_

Geographic Area Served (i.e. Northern Virginia) \_\_\_\_\_

Year of Inception of Firm OR Number of Years Serving Your Area \_\_\_\_\_

Choose topic:  Personal Injury  Work Comp

Where should we deliver the Marketing Campaign content?

Office (email): \_\_\_\_\_

Blue Orchid: \_\_\_\_\_

Other: \_\_\_\_\_

Email: \_\_\_\_\_

Card Type:  Visa  Mastercard  American Express

Card number: \_\_\_\_\_

Expires: \_\_\_\_\_ Signature: \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing address for credit card if different from above:

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Direct all questions to Nicole Tully: **Nicole@nicoletully.com** or call Nicole at **717-824-6553**.

Credit card will be charged at time of order. Great Legal Marketing retains ownership of written material, and intellectual property used in this project.

Great Legal Marketing accepts no responsibility for compliance to any local, state, or federal regulations regarding marketing by this profession, this responsibility lies solely with the client.

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