

# LinkedIn & Social Media Services

Innovative Services and Programs Designed  
To Grow Revenue and Improve Performance



REVENUE WISE

THE SMART WAY TO GROW

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100 Tamal Plaza, Suite 270  
Corte Madera, CA 94925  
415.302.3900

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# Growing Real Revenue

## Areas of Service

Our focus is helping law firms grow real revenue — revenue that comes from new clients and new matters, not from rate increases. We help lawyers, practice groups and ultimately, law firms, become more successful. We do this through a combination of coaching, consulting and training. We can also license our programs, so that your staff can deliver the materials.



## When You Work With Us, You Can Expect:

<b>Guaranteed Results</b> We design all projects to deliver one thing: Your Results. In fact, the average ROI on our business development programs is 8-to-1.	<b>Flat Fee Pricing</b> You can count on predictable budgets and no surprises.	<b>Excellent Content</b> We develop content exclusively for lawyers. One of our greatest strengths is synthesizing cutting-edge material into bite-sized chunks that can be readily used.	<b>Simplified Approach</b> Lawyers have no time. So, we follow a simple maxim when training or consulting: Make it simple. Make it fast. Make it effective
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# Overview of Social Media Services

## **We help lawyers use social media and content marketing to build their brands and generate new clients.**

Determining how to benefit from the latest trends and tools in social media, content marketing and inbound marketing can be daunting. Fortunately, we have developed a simple approach that helps individual lawyers and practice groups succeed in this vital area.

### **List of Services**

We offer our social media and content marketing services individually or in a comprehensive program.

1. LinkedIn setup, training, and consulting
2. Content marketing programs
3. Twitter setup, training and consulting
4. Blog setup, training and consulting

# LinkedIn Services

## **We help lawyers use LinkedIn to generate clients and build strong personal brands.**

We have developed the most effective LinkedIn Program for lawyers. This program is ideal for lawyers who want to quickly learn to use the program, get found online, be viewed as an expert and generate new clients.

### **Key Takeaways**

By the end of this program, you will:

- ✓ Write a profile that enhances your ranking in LinkedIn and Google search engine results, quite possibly at the top.
- ✓ Quickly build a useful network: export your contacts from Outlook and import them into LinkedIn, connect with alumni, past colleagues, and the key people in your industry.
- ✓ Learn how to stay “top-of-mind” with your contacts. You will learn how to send useful content, set follow up reminders, and annotate records with helpful notes.
- ✓ Master the advanced search techniques to find your ideal clients.
- ✓ Develop appropriate strategies for requesting introductions from connections.
- ✓ Find, join, and participate in useful groups where you can build your reputation and meet potential clients.

## What Sets Our LinkedIn Program Apart from Others

Here are some of the things that clients like about our program:

- **Written Just for Lawyers:** This program is written exclusively for lawyers. All of the procedures, terminology, and examples are drawn from over twelve years of our experience in coaching and training lawyers.
- **Business Development Focus:** Many LinkedIn programs teach a myriad of techniques not necessary for business development. Our program focuses exclusively on teaching the features that help lawyers grow their practices.
- **Based on Best Practices:** We based this program on the most effective LinkedIn techniques. For instance, we know what it takes to have a LinkedIn profile appear at the top of the search results and therefore we develop profiles accordingly. We know why one profile is read over another. We know the most effective ways to raise your visibility within your network, without becoming burdensome.
- **Proven to Work:** The class has been field-tested and proven successful with some of the most time-challenged lawyers.
- **Beneficial to All Lawyers:** This program has been taught to lawyers across all fields (transactional lawyers and litigators) and all seniorities (from first-year's through senior partners).
- **Lawyers Complete Real Work in Class:** Classes are designed so that real work is accomplished in class. In this program, lawyers develop profiles in advance of class and post them during class, learn to add contacts, search for new clients, and create their personal brands.
- **Stealth Method of Building a Personal Brand:** There is an optional section in the user guide that walks lawyers through articulating their target clients, core value proposition, and points of difference.

## Program Overview

While we can customize the curriculum, we have found this format to be very effective.

1. Class One: Write the Optimum Profile.
2. Class Two: Post Your Profile and Learn to Use LinkedIn.
3. Class Three: Find Clients and Build Your Personal Brand.

## Delivery Methods/Content Format

- **Delivery Methods:** The program can be delivered by our trainers or your staff.
- **Content Format:** The class can be taught in a traditional classroom format where each person has their own computer, using an interactive webinar, or in one-on-one sessions.
- **Seminar-in-a-Box:** For those who want to deliver the program themselves, we have packaged the program into a complete “seminar-in-a-box.” It contains everything you need including a leader guide, user guide, webinar slides, webinar script, pre-work instructions, LinkedIn profile form, and program roadmap.

# Content Marketing Services

## We help lawyers develop powerful content marketing programs.

Content marketing is an excellent way to build your reputation amongst a specific audience, increase awareness of your personal brand and eventually generate new client inquiries.

## Content Marketing Defined

Content Marketing is writing and sharing valuable free content that educates and engages your target clients to such an extent that they view you as the expert in your chosen area. And, overtime they grow to know, like, and trust you enough to do business with you.

## Does content marketing makes sense for your practice?

Content marketing is not for all lawyers or practice areas. Three things determine if it makes sense:

1. How regularly your clients use social media and the Internet to locate valuable content and connect with others;
2. Your willingness and ability to develop valuable content; and
3. Your willingness to regularly generate content and interact productively with your readers and followers.

**Yes, It Makes Sense.** If you feel it makes sense, we will help you develop and execute a plan that will build your online reputation and generate client inquiries.

**No, It Does Not Make Sense.** If content marketing does not make sense, we suggest you limit your efforts to using LinkedIn to build your network, raise your visibility and generate new clients.

## Content Marketing Made Easy

We recognize you have little time to devote to content marketing. So, we developed a streamlined approach that works within the constraints of the busy lawyer.

### Our approach includes the following steps:

1. **Conduct Research.** If you engage in content marketing, you need to begin thinking like a publisher. This requires a keen understanding of what content your target clients most want, what questions they are asking, the main problems they are experiencing, and how they make use of social media.
2. **Content Marketing Approach.** We start by helping you to develop a plan that you can execute within the constraints of your practice. It includes:
  - A client engagement map (how will you engage clients throughout *their* buying process).
  - The ideal social media mix (LinkedIn, Twitter, a blog, targeted emails, webinars, etc.).
  - Content publishing calendar (this lays out the who, what, and when of your publishing strategy).
3. **Execute the plan.** Since a lawyer's time is his or her scarcest resource, we help you execute your plan in the least amount of time.
4. **Measure the results.** Using a combination of analytical tools, we measure the number of visitors, the level of engagement and how many are requesting more information.
5. **Refine Plan and Improve Conversion Rate.** With information from the analytical tools, we work to improve the conversion rate of your visitors. Conversion is an industry term for how many site visitors execute the designed action (e.g. download a whitepaper, contact you, etc.).

# Twitter Training & Consulting

## **We help lawyers use Twitter to build their personal brands and generate new clients.**

If you are engaging in content marketing, you will most likely make use of Twitter. Even if you are not engaging in formal content marketing, Twitter can be a viable business development technique.

**However, before you jump in, do your due diligence. Ask yourself:**

- Do I have a practice niche where I can stand out?
- Do my target clients use Twitter?
- Do I have useful content to share?
- Do I have opinions and ideas that others would want to read?

If you answered “yes” to these questions, then you are a candidate for Twitter. Proper use of this tool can establish you as an authority in your field and result in new client inquiries.

## **Program Overview**

Our Twitter Training Program is written just for lawyers and is focused on business development. We designed the program so that you can quickly learn and make use of this powerful tool.

**By participating in this program, you will:**

- Research the Twitter universe to select a viable niche.
- Choose a focus and become an authority.
- Develop a compelling Twitter profile.
- Develop a content sharing strategy.
- Learn add-on tools to make sending and reading tweets easier and more productive.

- Learn how to develop followers.
- Learn best practices for engaging with other Twitter users.
- Powerfully combine Twitter and your blog to increase client inquiries.
- Understand the relevant ethics, privacy, and security concerns.

## Benefits

- ✓ Raise your visibility and enhance your personal brand.
- ✓ Develop a reputation as an expert in your field.
- ✓ Generate client inquiries.
- ✓ Convert inquiries to clients.

# Blog Training & Consulting

**We help lawyers use blogs to build their reputations and generate new clients.**

Making use of a blog is an essential part of a formal content marketing program. It is an excellent way of building your personal brand, increasing your credibility, and eventually, generating inquires about your services. Unlike Twitter, blogs allow you to post much lengthier content. In fact, many people use Twitter to drive traffic to their blogs.

## Program Overview

**By participating in this program, you will:**

- Research the blog universe to select a viable niche.
- Choose a focus and become an authority.
- Develop your blog site.
- Learn the basics of posting, replying, and managing your blog.
- Develop a content sharing strategy.
- Learn how to develop readers.
- Learn best practices for engaging with other blog users.
- Powerfully combine Twitter and your blog to increase client inquiries.
- Understand the relevant ethics, privacy, and security concerns.
- Develop a blog “landing page” to maximize “conversion” rates.

## Benefits

- ✓ Raise your visibility and enhance your personal brand.
- ✓ Develop a reputation as an expert in your field.
- ✓ Generate client inquires.
- ✓ Convert inquires to clients.



# What Differentiates Us

## These factors differentiate Revenue Wise:

1. **Clear Focus on Revenue Growth.** We never lose sight of the fact that law firms hire us ultimately to help their lawyers and groups grow real revenue - revenue based on new clients and matters - not by rate increases.
2. **Demonstrable Return on Investment.** Clients always earn back significantly more than they invest in our business development programs.
3. **Satisfied & Repeat Clients.** Probably the greatest testimony of our effectiveness is our list of ongoing, satisfied clients. Most firms standardize on our programs and repeat them year-after-year.
4. **Deep Understanding of Law Firms / Broad Base of Experience.** Having worked with law firms for over 25 years, we truly understand how they operate. We know how to produce results within highly politicized environments and navigate the core power structure.
5. **Deep Understanding of How Lawyers Operate.** Our understanding of how lawyers work, allows us to effectively motivate and draw out the best in each lawyer. This understanding translates to deep rapport with all participants, allowing for the effective transfer of our knowledge to everyone involved.
6. **Partnering With In-House Marketing and Professional Development Teams.** Our most successful assignments are where we work closely with the people leading the initiative of the firms' goals. Where practical and wanted, we form close ties to the marketing and business development managers who are working with the lawyers in the program to insure delivery of those goals.
7. **Competency-Based Programs.** What drives new originations is the optimal combination of attitudes, behaviors, and competencies. Our programs are competency based. This means specific skills can be taught, reinforced, and measured.

# Other Services

## Full Range of Services

**Lawyers Services.** We help your lawyers become better business developers.

- Business development coaching programs (one-on-one and in groups)
- Business development training (ad hoc or comprehensive)
- Pitch training
- Presentation and public speaking training
- Business development planning programs for lawyers

**LinkedIn and Social Media Services.** Many consider our LinkedIn for Lawyers program the best available.

- LinkedIn training
- Social media training and consulting
- Content marketing programs

**Practice & Industry Group Services.** We help your team leaders and members increase revenue, deepen client loyalty, and improve overall team performance.

- Practice group consulting and coaching
- Leadership development
- Planning programs for practice groups
- Group retreats

**Client Development Services.** We help your firm systematically develop and deepen client loyalty.

- Client loyalty & growth programs
- Client service teams
- Client interviews
- Cross-selling
- Transitioning key clients

**Firm Services.** We help law firms develop strategies, structures, and plans that measurably grow revenue.

- Innovative strategic planning and new business model design
- Comprehensive revenue growth programs
- Firm retreats
- Legal project management
- Alternative fee program

**Marketing Department Services.** We work with marketing leaders and their teams to optimize the performance of their departments.

- Develop marketing and business development strategies
- Structure departments for maximum effectiveness and efficiency
- Design staff roles and responsibilities for maximum effectiveness
- Enhance team communication, effectiveness, and harmony
- Ensure everyone is focused on serving the needs of the lawyers and practice groups
- Assist in the hiring of CMO or Director level positions

# Contact Information

## Next Steps

If you have questions about our services or would like to find out how we can help with your next project, please give us a call.

**Contact** David Adams  
415.302.3900  
[david@revenuewise.com](mailto:david@revenuewise.com)

**Address** Revenue Wise, Inc.  
100 Tamal Plaza, Suite 270  
Corte Madera, CA 94920

**Web** [www.revenuewise.com](http://www.revenuewise.com)