

**Unknown Speaker 0:00**

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**Shawn Hill 0:31**

Welcome into this edition of the NiceJob podcast. I'm your host, Shawn Hill. A special welcome to our first time listeners. So glad you're here. We'd love to hear from you as well let us know what you think of the episode. You can drop us an email at [podcast@nicejob.co](mailto:podcast@nicejob.co). For everybody listening, we'd love you to drop us a review so more people could find our podcast, just go to [rate this podcast.com/Nice Job Podcast](https://rate.thispodcast.com/Nice%20Job%20Podcast). Our topic today is talking about converting customers. And so I've brought in Allison Williams, she's known as the law firm mentor, she owns two successful companies and was the founder of the Williams Law Group. I'm all you might raise an eyebrow when I talk about bringing in someone from the law profession, her business acumen and talking about building these systems and building these structures showed me that she is a great person to really drop her expertise when it comes to our topic today. So I hope you're ready to learn. We're gonna dive in with Allison Williams at the end, I'll be back with my key takeaways. Enjoy. Now my guest joins us. She's known as the law firm mentor. She's the owner of juices as a company's founder, the Williams Law Group, full service Family Law Firm. She's a fellow of the American Academy of matrimonial lawyers, certified New Jersey State Supreme Court, on and on and on. But I'm just going to call her Allison Williams, because that is her name. Allison, thank you so much for joining us here on the Nice Job Podcast.

**Allison Williams 2:10**

Sean, thank you so much for that wonderful introduction. I hope I live up to it. And I'm excited to be here. We're talking about one of my favorite topics, so I can't wait.

**Shawn Hill 2:18**

And as I mentioned in the intro, from the front in New Jersey is where you are now. Correct? I'm in northern New Jersey. So I grew up a bit in southern New Jersey and in the Philadelphia area as well. So for those that may have grown up on the west coast, Allison and I being on the East Coast here, we might start talking a little bit faster here. But don't worry, you keep up for some reason everyone tells me when I have an East Coast guest that my East Coast talking speed comes out. But there's a lot we could say about this. And I want to go to Allison, before we dive into our topic today, just to learn a little bit about you. And when you start to develop a passion not just for the industry you did, but as a business coach, you try to help other people. Where does that passion come from when you discover that you didn't want to just get it on your own, but you want to make sure to spread the wealth and help out others.

### **Allison Williams 3:11**

Yeah, so I started a law firm in 2013. And I think I was somewhat unique, but also somewhat like everybody else that starts a law firm, you think I'm a good lawyer. So I'll just do business and I will do business on my own instead of doing business with someone else. I thought, Okay, I know how to generate clients. By the time I started in business, I already had a book of business of a few \$100,000. So I wasn't really afraid of not being able to support myself. But I thought okay, I'll start, staff up, I'll get going. And very quickly I found that business ran me over . I was mentally and emotionally exhausted every single day. There were all these feelings of inadequacy that came up of, I don't know what I'm doing, I don't feel comfortable, I can't get into a groove, I can't seem to get the work done. I can't seem to get the hours built, I'm building the hours but I can't get the business taken care of. And there was just this persistent state of exhaustion. And so the easy thing, the intellectual thing is Alright, go hire someone. But even then I went on a path of hiring secretaries to start and I'd hire one person after another after another and I, I thought I was speaking English and giving clear instructions. And my work wasn't getting done the way that I wanted. And I wasn't able to move them and I couldn't be in court and also spend enough time with them to get them where I needed them to be. So I was just overwhelmed. And after a significant period of trying to work with staff, I finally said, You know what, I just can't do this anymore. I fired the third person and said, I'm just going to do this on my own. So like, every day would drive 40 plus minutes to work stupid as it was that I worked so far away from my office, but that's the whole lives so far with my office, but that's another issue. So I said all right. Don't get up in the morning, I'll be a secretary from six to nine, a lawyer from nine to six, a secretary again, from six to nine. And I'll work the 6am to 9pm shifts seven days a week, and it all gets done. And after about six weeks of that, I finally had a little break and clearing, and my schedule was clear on a Friday. So on Thursday night, I'm driving home and I'm very anxious to get into bed. So I could come in late at 7am in the morning, and only stay until 7pm. I was going to have a 12 hour day. I was so urgently excited about that. Got home, or rather headed home. And next thing I woke up and I was driving 90 miles an hour and came this close to a guardrail. So that was Okay, this is definitely not for me, this stuff is for the birds, I'm going to use my PG language. So I decided I was going to sell myself to the highest bidder working for a large law firm and get myself a very cushy partnership offer at a large firm. And then on the way there had another aha moment in the car of why am I doing this. So I decided I didn't want to relinquish my law firm, I didn't want to close up shop and go work for someone. Again, I wanted to keep it. But I wanted it to work for me, I wanted to not be miserable. I wanted to not be in a state of constant exhaustion. And I started working with business coaches. It took a while for me to find the right blend of the right people helping me in the right ways. But in a matter of three and a half years, I went from \$0 to a multimillion dollar business. And now that business, the Williams Law Group requires about five to 10 hours of my week. And candidly, by 2018, I was completely bored. I had nothing to do other than general administrative CEO oversight. And I said, Well, what is it that I have to spend my time on? Some people want not to work? And that's great. And I don't judge that. But that wasn't for me. So I really started thinking, where do I find my passion? And I loved teaching, and I loved training, and I loved coaching, and I love facilitating. So I became a business coach, and January 1 2018, launched a law firm mentor. And it took us two and a half years of figuring out what I would sell and how I would sell it and how I would combine people to do it. But now we are a

seven figure business and a coaching company. And we help lawyers all across the country. Adel lawyers all the time. I am the law firm mentor, and my company helps solo and small law firm attorneys to grow their revenues to crush chaos in business and make more money. And the crushing chaos phase is all about the system of everything. So we help people focus on not just doing the marketing and the sales and the people, but creating a system of sustainable activity in those different areas so that other people can do those things for you. Whether you want to outsource the entirety of your business and not do anything but be a shareholder and accept the money. Or if you want to work in your business in one particular area, and you want other people doing activity around you or beside you. It needs to have a system in order to reduce the time and energy devoted to figuring things out and having people just focused on doing the work. So that's what we help lawyers do. We are helping lawyers in all different practice areas. Right now we are in an excess of 20 states, the number Bob's up and down depending on the day. But we're touching a lot of states, I hope to actually touch every state in the union. By the end of this year. That's our aggressive goal. And it's my heart's passion.

**Shawn Hill 8:32**

The legal profession shares a little bit of a similarity with a lot of some of the nice job audiences or home service professionals and I think a similarity that people might not see on the surface. But it's absolutely true. It's sometimes the general public or your future clients or your customers might just look at the people practicing within that industry as purely just like the skill set. But a law firm is a business, and there's a lot I don't want to get into mission statements. But at the end of the day there's a lot of expenses that come with doing things. So you need to make sure that there's money in your pocket, they continue to do so to serve more people. And it's the same for home search professionals, a lot of people sometimes get into the business because they love cleaning carpets and then have to figure out the business side of it. But sometimes the general public might just look at them as just the skill and not the business on their own. And that's where things have pricing and things that tend to come up for one of our guests. Jared Correia talked about complex businesses and he put law firms along with home service professionals in that same sort of thing as complex businesses. One of the biggest issues that they'll face when it comes to trying to fill their funnel to get clients in the door, is because of that wide sort of net so many people can contact them and say, Hey, can you do this type of law? Or hey, can you clean this type of thing? And it's not correct at all. When we talk about getting someone to go from an interested party to a client or a customer? How important is it to really talk about building that system? To look at that front end? Okay, what are they finding? What should they expect from you at the very top? Is that, is that where you would tell someone to start at that top filtering stage? Or if you're looking to really convert clients and customers, things like that? Do you start from the back end up? Sorry? What's the last step of the first step? In your opinion? Where do you want to start if someone is completely lost?

**Allison Williams 10:36**

Well, so you combined that in that question, both marketing and sales, right, so the front end in a professional services firm would be the marketing piece, what is the ideal client that you want to serve? And how are you going to create a message that is custom tailored for that person, so that mythical person, if I'm talking to Steve and Steve is my ideal client, Steve has

demographics, geographics and psychographics, that will build out who he is, how he thinks, where he associates, and where I put my messages, how I craft my messages, what will appeal to him. So we have to know that in order to know that we're going to have a higher likelihood of having people call your office that actually want the service that you provide, so that you're screening them out before they even call so that when they call they have a greater likelihood of scheduling, then you have two sales processes in, in the traditional professional services firms. So you have your intake process, which is the selling of the appointment, right? I've got some Distress, I have a legal matter, I've got to get an answer, you're not at that point, selling them the solution, you're selling them the immediate, immediate resolution of their urgency, which just come in and have an appointment. And then once they get to your office, the second part of the sales process is consultation. So that's where you're selling them, whatever your legal services. And you can have chinks in the armor, if you will, at either of those sales processes, if you're in the process of intake is How are you? How are you engaging with them? What types of questions are you asking? Are you making sure that they have the legal problem that you solve? Are you making sure that they are the type of person that you want to work with, and the bigger your firm gets, the more broad your type of person tends to be. But when you are a super seller, right, if it's just you, and the secretary or you and one other attorney, you need to be very laser focused on making sure that the people that come in, don't become the problems of tomorrow that you don't want to work with, resist doing their work, resist communicating with them, and then get ethics grievances and malpractice lawsuits. So you have to screen them inappropriately. But even then, you have to want to get them in the door. So some of that is how do you convey value to them? How do you ask them questions to find their urgency? So you can offer them a solution coming in in a way that they say yes, I've got to do this right now. And for most practice areas, we recommend that you charge for that consultation. So you set the tone right away, that your service, your time is worthy of compensation, you're not a free agent,, you're not working on behalf of the State through pay through taxes, you are a for profit entity. And you set that tone appropriately, when you charge at the start point of the relationship, which is when they come in, then once they come in, you have to have a sales process again, and that's just the furtherance of the intake process,

**Shawn Hill 13:42**

I guess my mistake, almost no mistake, but I guess I made it a little more difficult to answer by combining those two processes there. So just to go on the front end to dive into the marketing element. What are the building blocks of a successful marketing plan that's going to also be like reoccurring because sometimes so much, I think we might see a bit more in home service professionals is there's the sale, there's the deal, there's the time of year, there's the spring cleaning, but ultimately, you want to create a system that's going to allow you to have recurring revenue. What are some building blocks for a marketing plan that's going to lead to that sort of process?

**Allison Williams 14:20**

Yeah, so there's lots of different ways to create that consistent recurring revenue, we actually teach this in one of our signature programs called marketing for the masters. And the idea is that you want to create a plan that has different funnels to drive people in. And those different

funnels are going to come from different places. So you want to have a marketing funnel, let's say for networking, right? So who are you speaking to on a regular basis that can refer you people and you want to fill that pipeline of referral sources so that you're consistently getting leads in and you're not dependent on one particular law firm or business owner who could be referring someone, then you want to be thinking about digital and offline strategy. So now of course, everyone goes on to a website to check out the person or company that they would be buying from. So it's really important that your web presence conveys that you solve the problem that they have, that you are concerned about them. So your website, especially your homepage should be very much focused on do you have this problem and you're talking to that person, not, here's my pedigree, here's my law license, here's my name rank serial number certification, but you're really conveying to them that this is the place that you come to get this particular salt, problem solved. And then you want to have, of course, something that drives them a call to action that gets them to contact you from the website, then typically, digital marketing is also going to include some type of paid advertisement. Now, smaller firms may have limited budgets here. But even with \$500 a month, you can start to create a digital imprint and drive some immediate traction through Pay Per Click marketing. So we highly recommend that that be at least one of the strategies that you consider very early on, so that you can get some immediate influx of cash because every person you serve is connected to other people. So if I get one client through the door, that person's happy, I can ask that person, do you know anyone like you, because your clients who have previously purchased are most likely to buy from you again. So you get that person not just looking to work with you again, because it may be a one and done service. Or you get that person to look for friends, family connections, relatives, that they can pull into the web of wanting to work with you based on how good your service was. And once you have all those different funnels, and of course, that was a very small smattering. But once you have different funnels, then you want to talk about how you can get things on your calendar to make sure that you're driving people in. So I always tell lawyers that I don't just have a general idea of when I have time, I'm going to go to a networking event. Or when I have time, I'm going to update my website. These things need to go on the calendar at the start of the year, whether the start is Today is March 18. And I'm starting today, right that can be the year. But as soon as you decide you're gonna have a marketing plan, start at your account, and you need to put it on the calendar and diary and some things may change. But for the most part, you need to have all of your funnels getting some form of touch points every single month, in order to consistently drive people in so that you're not in a situation where we stopped marketing, because we got plenty of clients, then we start serving those clients and then Oh crap, we're out of money. We're out of people to serve, then we have to go hustle to start marketing while we're broken. distressed.

### **Shawn Hill 17:37**

Yeah, it's hard to convey that of when you're looking to grow of understanding that growth is consistent in the sense of there's not like, Alright, we're at growth point A and now we're going to growth point B, I love that idea of every month, there's only that marking down like checking on your website, and those type of things. Because even if you have something that is pretty robust it is pretty set, impressive. You're using a service, I mean, the full disclosure, like nice, shall we have one here actually called convert? Like even something like that, where you know,

it's fully managed, is by checking in and finding out and checking it perhaps against other metrics and other numbers. So okay, my website has this type of conversion rate, this amount of leads, I'm seeing the amount of clients that we actually will book and able to close and get agreements with, knowing where those numbers are, will also give the idea of figuring out what might be the most attention short term. And what you can maybe put off a bit later and focus on the long term, because we see so many websites where you say that the staff isn't fully there, like they haven't updated. So they're growing, but they don't put the time and even just to fix those small little things, because that could be a turn off. But, if you're hiring a firm, and then someone shows up to you for a meeting, and you haven't seen it on the website, you haven't seen it or not mentioned it, props puts off a little bit of a weird aura. And that brings us into the element of trust and reputation. I would love to get your take on it. Because with lawyers in particular, I always wonder to someone not in the law profession, of what are some ways that you can help build and harness that reputation, when you also have to deal with some sensitive matters, that homes are special like, Look, I don't really care who you tell you cut my lawn, it's just my lawn. But if it's a legal case or something like that, perhaps I don't want to expand it out. Oh, is there a way? Is there a metric? Is there a strategy that perhaps you know, the customer journey or the client journey? We can help build that rapport and build some reputation, but then ultimately use that for marketing purposes?

**Allison Williams 19:39**

Yeah, so that's a great question, because I do know that there are a lot of lawyers that have a lot of resistance around even asking their clients because if I represented you in a nasty divorce, where you lost custody of your child because of a substance abuse problem, and then ultimately we were able to get that turned around, you're probably not going to want to say to the whole world. Hey, my lawyer, so great. When I was drinking, they were able to get my child back. Right. So there is some issue there. But for most people, for most practice areas, there's going to be some area where a person is particularly open, and they're happy with the service, and they're willing to give a testimonial and testimonials have so much power. I mean, just nowadays, I think it's over 65%, I'm not sure you probably have an updated stat on that in terms of the amount of the extent to which someone considers online reviews and online recommendations relative to personal referrals. And it's almost neck and neck, the extent to which someone would rely upon a personal referral relative to a reputation of the lawyer based on the testimonials. So I usually say to people, you really have to have a system, everything should have a system that's like I tell people to crush chaos through our systems. But everyone, you really should have a system for soliciting referrals, and do so in such a way that it starts to ingrain in the person, this is something that's naturally a part of what I do when I interact with a lawyer. So instead of waiting until the end of the case, and the client is happy, and the client wants to forget that they ever knew you, not because you weren't wonderful, but because this was a difficult time in their life, you want to get them educated from day one. So they come in for the initial consultation, you have them surveyed and giving you feedback, they hit the first touch point, they sign the retainer agreement, you have them surveyed, and giving you feedback, three months into the case, you're doing something whether it's a certain milestone or just a certain number of days, you're getting that feedback from them. And then at the end of the case, again, you're getting feedback. Now there are programs, and I'm sure you can talk about this,

because you have the software, but programs where you can actually prompt upon the delivery of feedback, if it's positive feedback, to automatically go ahead and share that to Facebook, Google being, Yahoo, etc, all the different places so that that information immediately goes into the public domain. So that's getting it out there. And then you have to market it. Right. So having the testimonials is great. And yes, people can see it when they search your business online, Google, my business has an opportunity for people to leave reviews there. But you also want to be promoting to the public, sharing your wins. So part of that is what I highly recommend in social media marketing, right? So take pictures with your clients, right? They don't necessarily have to, your client obviously has to consent to that. But you don't have to share with the world what you help them with. You have a general practice that has four or five practice areas. They know that something that you did benefited this person, but let the person speak about what it means, what was valuable to them. And then that immediately goes out into the public domain, it gives additional validation of what the person had to say. And then when people are leaving reviews, doing something as simple as just clipping a copy of the five star and the commentary of the client, whether it is well written well spoken, well articulated or not having that communication from Stacey p, from John D, Alex W is something that further gives support so that people are being inundated with information and what I like to refer to it as omnipresence right there, they're everywhere. You can be everywhere, when you start taking little pieces of big content, and smattering it, and all the different social media channels, because you never know who's gonna see what when.

### **Shawn Hill 23:35**

And that's a huge thing. He talked about some of the stats there, there was one that we saw recently through a study that advertisements that feature a review snippet. So upward, some like a 300% increase in click through rate. And part of the analysis from there came down was when someone see something new for all us a restaurant, for example, and I go like, Alison, you're going to love this restaurant, it is the best, you're probably thinking one or two things, you're like, Okay, that was really good. Or you're thinking, Shawn, a very excitable guy, he saw a TV show that is always the best TV show in the world, and the next day, another TV show in the world. But it might pique your interest, right? It's going to get your cut. And that's why we feel like we saw the click through rate with a lot of that data. But you talked about something that I never really thought about, but the multiple touch points of how you want to survey want to ask when it comes to the customer review, obviously Nice job or Reputation Marketing software. So we know how important that is and giving you the tools to automate it out through social sharing as you mentioned, but the point of asking for a review in some businesses, there's a clear, okay, this is the point to do it. Do you think there could be a benefit of perhaps as part of your system press getting reviews at different parts of the process because it may be some of the hesitation with lawyers is alright, is it all hanging on the outcome of the case, though a lot of clients might just win initial deposition or the concept like the other parts, I guess the the finding the question is how important is it to make sure that you're not just getting feedback at one point in the process, because if you really want to advertise what your whole business is about, you want to have social proof at every sort of level. So I would assume that it's important to make sure you have knowledge in multiple touchpoints but perhaps, honestly, like switching up a bit, but

perhaps asking for a review a bit earlier in the process, because perhaps it gives you a different version of social proof that might help net a customer, correct?

**Allison Williams 25:32**

Yeah. So that's an interesting question. So I think that you have to, first of all, every lawyer has an ethical responsibility to know what the rules of Professional Conduct are in his or her state. So everything handles that a little bit differently. Some states look at soliciting reviews during the course of records representation as being coercive, because the lawyer is the leader and the guide, and the professional who is overseeing a difficult challenge for a litigant. And of course, litigants are now far more well educated about the law because of the internet than they ever were before. But we still treat them as if they are uneducated about the system, and that we have more power than they do. And so, that power relationship becomes very important to preserve. And you don't want to overstep and have the impression of the client in order to have my lawyer continue to care about my case, or continue to work my case, I have to tell the world how great they are, even if I'm not satisfied. So, again, I don't know if that is the case in every jurisdiction. In fact, I know some jurisdictions, it's expressly not the case, but you have to check your jurisdiction to know this. Now, having said that, the initiation of the case, nothing has really happened other than they had a positive customer service experience, when they dealt with the receptionist, dealt with the intake professional, had that first consultation and started the process. Starting the process doesn't doesn't motivate you to continue the process, and nothing has really happened. So you're a little bit safer if you do it at the start. But you're right, it is better to have it at the start. Because what you really want to convey through the intake process in particular, when you get on that phone and start gathering data to get them scheduled, is you want to convey that they are turning over their problem to you. So the way that I like this is that you know the process of meeting your law firm all the way to hire your law firm is like a conveyor belt. Okay, there are four major steps on the process from start to finish on that conveyor about the first step is reception. Who is the voice that's greeting me? Do I feel welcomed? Do I feel rushed off the phone? Did someone immediately respond and someone addressed my problem? Then the next step is the intake process? Who is the person gathering information? Do I feel that they're listening, as I'm sharing my information? Do I feel that they genuinely want to help me or that they're just trying to get money or kind of try to rush me over to buy the service, then you have the sales process, the consultation, and there, you're deepening the relationship with the client. So intake is about getting some urgency, finding out what their urgent need is, and getting them booked. At the sales process. That's where you are really delving into the problem, you're learning the players, you're learning the system, you're learning their urgent need, what matters to them about this problem, and how you can help resolve not just the legal problem, but really the stress in their life by getting them served. And then finally, the legal department, right, that's where we start the case. That's where we start filing things. That's where service of process happens. That's where law starts to encounter the problem. And so you have those four stages. And as the client is moving from prospect to client through those four stages, it's really important for you as a business owner to know what their experience is for your client, how the client perceives every person and every transaction that they had. So you want to survey the client and get their perception on things, whether you use that in the public domain later or not? Right? So you can publish your own stats, you don't

publish client information that you can say, 98% of the people who encountered us on the phone represented to us that our intake person made them feel welcomed. But there's nothing like the person who's ultimately giving that information on behalf of themselves saying, I came here I was stressed, I was overwhelmed. I had a feeling that this law firm was going to be able to help me. Susie greeted me warmly. Dave got me on the phone and got some information and made me feel like my problem was going to be resolved. Stephen Smith spoke with me and took me through all of the different options. And then ultimately, I started working with Catherine, my attorney and she got me the results I wanted. And having touchpoints in all those different places, gives people that perception that they're going to have the experience that they want to have, even if they don't get the outcome that they want. Most people are looking not only for the positive outcome, but really to be treated well, in the process. They're paying for them, what is a lot of money, what is a lot of time and what is a big stressful purchase.

### **Shawn Hill 30:16**

So you have to be sensitive to that when you are delivering that experience. And perhaps it also sets the expectation because you are asking for feedback at various stages, even perhaps before the official review is, it sets the expectation of we are listening to concerns or questions you might have about the process and not exactly the exact matter we're dealing with or things but we want to know how you felt when we first talked on the phone, we want to know how you felt when you first came to sit down, we want to make sure that whole thing so that if at some point a little down the line, it doesn't become at the end of the day, then out of nowhere, a bad review, is they're more likely to bring up like hey, I just really wish you were listening, they might not phrase exactly correctly. But it's good to set the expectation of, hey, we aren't afraid of being told how we're doing. We want this because this is the type of business, we are the type of firm we are in setting that has to create so much trust, but just a little bit of a warmth, for lack of a better word that I think then becomes conveyed. So maybe I don't want to go publicly shouting from the rooftops, when a friend, family member, co worker or something's in the same situation they are, that's more likely when they're going to get the referral of actually what I did to use them a little while ago, similar sort of thing. And, it's just to give them a call. And trust me, they'll buy into you. Well, they'll look at you all great. And I love that perspective you shared of one checking me there and letting you know that there are certain times where you actually can't ask them to review. So I won't come up from that standpoint. But then also that it should be a constant process all the way throughout. Because sometimes I think people think of reviews as something needs to come at the end. But if you're getting feedback along the way, that also probably will leave, they're willing to leave a review, a more detailed review, because you've reminded them of what the key points were. I asked you about our intake, I asked you about our paperwork, I asked you about our facilities. And so when they go to actually write that review, they know what's important to you, just like you're hoping to find out what's important to them. They know what's important to you. Allison, we could talk for hours about this. And, I like to make the listeners that have these nice quick and concise sentences here. But I do know that you have some resources, and some other things. So if people want to hear more from you, learn more about you or anything like that, especially as relates to some of the topics talked about today. Where can we direct them to? Where should we send them towards?

**Allison Williams 32:41**

Yeah, so for people who are interested in learning more about the sales process, I created a five series, a five video sales series, it's absolutely free to opt into it. And each day for five days, you get a video that explains the How to and the why for of every part of the sales process, the psychology of a buyer, the psychology of asking questions in a certain way, using your tone using your authority, how to get over objections, all of that is in this training. And you can find that at Bitly forward slash LFM or law firm mentor dash sales video now sales video just so that you guys know is not that I'm selling you something in this video. Okay, this is absolutely free. Once upon a time it was video sales because that's what we were with. That's what the training was. But we had a problem with our link. It got broken. So it's now a sales video. So again, Bitly forward slash LFM dash sales video. And if you want to learn more about law firm mentors and how we help people, you can find us on our website at lawfirmmentor.net. And for those of you that love to listen to strategies, tips, tricks, some of the great information that people like Shawn bring to you, I have my own podcast called the crushing chaos with law firm mentor podcast, John is going to be on that podcast and we're going to talk even more about Reputation Marketing and how important it is. But you can find that again at lawfirmmentor.net forward/podcast.

**Shawn Hill 34:10**

And for those listening on the live stream here watching us on Facebook. We'll have that down in the comments in just a moment once we wrap up here. And if you're listening to the podcast version on YouTube, you already see it down in the episode description. We'll have that link ready to go for you to click away and it will say for those listening that come from us from the law community brother Nice job from our Clio integration or you came upon us in that regard. We would love for you to check out Allison, if you are in another home service business, so you're not in a lot of pressure or anything like that. I definitely would check out Allison's sales course as well. I am actually going to seek a free download myself and go through it because I love taking that information. But this is what I talked about at the top of the show. That cross training is you never know what a different perspective is. You think you have a complex business, your law firms are quite similar, you might think you have something where there's little confidentiality or things your clients have to share could be similar. So I definitely would recommend checking out what Allison has to offer. I'm looking forward to being on your podcast, Allison. But I want to thank you truly for taking the time to join me for hours. Take this information out. I know our listeners are going to take a lot from it. So thank you so much. Thank you for having me, Shawn. This was great. I'll be on Allison's podcast soon. I'm sure we're going to hear more from her in the future. Well, that's going to do it for this episode of The Nice Job Podcast. But wait Shawn, you did not ask Alison the question. They ask everyone in season two. So Alison, I'm going to bring it back in. We thought we were done. But I forget there's so much going on with the nice job award, my brains are everywhere. I've been asking everyone in season two the same question, I want to give you the opportunity to answer it. And the premise is, we have so many experts on the show here that are so knowledgeable in a lot of things. But I always have something you're working on. So my question to you is, what don't you know, now that you're either working on finding the answer to or you're excited to explore and figure it out and it doesn't have to be business related? And I'll put you on the spot? Just what's out there.

This is related, great, but it's personal related. What don't you know, now that you are working on or you're eager to find the answer to?

**Allison Williams 36:20**

So that's a great question. So right now we are working on the perfect synergy of dividing up our community, we have so many different law firms and so many different sizes that we have starter uppers. And we also have seven figure business owners. And we're in a process now of making sure that everyone gets served at their level. So we have different levels within our program. But what we are working on figuring out right now is the perfect mastermind for our million dollar plus business owners, so that they have a community that is within our community that is highly tailored toward making sure that when you reach a certain size, and you have a certain level of employees, certain number of employees, that you're able to bring all of the resources of law firm mentor to bear on creating the culture that you want, because what we find is that law firm law firm owners are so focused on getting the sales and marketing dialed in so you can grow because that's what drives the money. And the people in the systems create continuity and the sustainability and the ease, you get that chaos out. But the thing that probably gets overlooked a lot is how do you put human beings that are fundamentally different, they have different disc profiles, they have different Myers Briggs personalities, they have different goals for their individual life. They're driven by different activities, some are driven by money, some by goals, some by group orientation. How do you put all that together in one incubator, and then shake it up and get a culture that serves the needs of all. And so we are in the process of creating a cultural boot camp, if you will, but baked into a mastermind for our larger law firm owner, so we are still in the iterations of figuring out how best to deliver that to them. And that is the project that we're working on right now.

**Shawn Hill 38:15**

Well, there's one thing I know for sure, it's going to end up being a finely tuned system once you get it all together, because I know you're very passionate about that. Well, I'm glad I got that question. I almost forgot. I would have been up all night if I didn't ask that question. So glad I will remember it. Thanks again, Allison, for joining us. And I really appreciate the time.

**Allison Williams 38:33**

I loved being here. Thank you so much for having me, Shawn.

**Shawn Hill 38:35**

And for all of you that tuned in. Thank you once again. This would be interesting to be nothing without you, our listeners. So thank you so much for tuning in, and taking some time to learn with us today. We'll be back again next week with another great episode. We also have our nice job awards coming up on March 24. Check out get that nice job.co/Nice job dash rated. I'll link to that as well, to learn all about that. But it's an exciting time of year for us. So again, thank you once again to Allison Williams, and to all you for listening in. I hope you'll be healthy. I hope you'll be safe. And don't forget to have a little fun out there as well. Before we get to that fun, here's a recap of the business. Special thanks once again to Allison Williams who really enjoyed our conversation and got a lot of takeaways, I'm just going to give you three here. But if you got

something from this episode, we'd love to hear about it drop us an email podcast at nice job.co we check that email account twice a week or so we'd love to hear your comments or any ideas you'd have for the show future guests anything like that. So drop us an email podcast at nice job.co. Right here are my key takeaways on our topic today. Converting customers Alison spoke about how the front end of her business is really where the marketing really needs to hit home. Especially when it comes to how you are doing those initial touch points with the customer shocked about the intake process about how you're really selling their urgency, understanding an urgent matter, understanding their concerns, really expressing an understanding and engaging with them in that point, and then going on the consultation where you're selling them the actual service, what solutions you can provide, Chuck, about making sure that you're crafting those messages, almost for your ideal client and then working backwards from there. That was a really great strategy that goes to show how to go from the ad to the actual sales process. My second takeaway is when Allison talks about having different funnels that will lead to different specific areas of your business. For those that have diverse offerings of services, sometimes the hardest thing to do is to make sure to get the right client, to the right person, the right department, or even just on the right day in the right phone call, to get them to become your next customer. Making sure that you're checking in every couple of months on those funnels on those touch points to make sure that they are consistently funneling your clients in the right direction is a huge benefit that will help you to really build a marketing plan that's going to lead to consistent revenue.

Volume, my third takeaway, we talked a bit about how to build and harness your reputation. And Alison talked about making sure that you also are looking at referrals and building that into your process. Every person you serve is connected to someone else you can serve. That was the quote that we wrote down that came from Allison Williams, and she's right. Throughout the process, you're going to want to remind them that you'd love to help their friends, their neighbors, or someone else to give them the same experience you're giving them. And if it's a great experience, and you make it easy for them to give you that feedback and to refer to your business. It should help continue your growth.

Thank you to all of you for tuning in and giving us a listen. We'll be back with another episode of the nice job podcast here in season two as we ramp up towards our season finale. Until then, we hope to be healthy, but we're being safe and don't forget to have a little fun out there as well.