

# DIRECT RESPONSE CAMPAIGN

If you're trying to create a killer direct response campaign, and you're not sure where to start or how to come up with an idea in the first place, keep reading.

There are some pretty simple, inexpensive, and quick things that anyone can do. Here's a list of steps to take to create a direct response campaign that will add value to the lives of your prospects and encourage them to engage with your content.

## 1. CREATE A PLACE WHERE SOMEONE CAN OPT IN:

- Let's start with the basics. An opt-in is a landing page that shares a tid-bit of information, and a person has to provide some basic information (such as their name and email) to access your resource. It could be a PDF, guide, cheat sheet, video, blueprint, checklist, etc. The list could go on.
- Once a person has opted into your free report, figure out where they are going. Mailchimp, AWeber, and GetResponse are simple low-investment options for email automation. If you want something more sophisticated, ActiveCampaign and Keap are good options as well.
- The idea is that people who have a problem that they're looking for a solution to are going to find your resource. Once they find it, they'll want it enough to be willing to give you their information (name, email address, phone number, zip code, fill out a survey, etc.) in order to get the information that you're offering to share with them.



## 2. ONCE THEY'VE OPTED IN, YOU NEED TO HAVE A PLAN TO CONTINUALLY COMMUNICATE WITH THEM.

- You don't want to have them opt in, receive the free resource, and then never hear from you again. You also don't want them to opt in, receive the free resource, get bombarded by multiple emails a day, and then unsubscribe from the mailing list. But you *do* want to have a plan to continually communicate with them.
- The key here is *relevance*. You need to stay relevant. As long as it's relevant, you're always going to be invited back into their inbox, or their mailbox, or wherever you're communicating with them. You're always going to be a welcomed visitor and not an intruder *as long as* what you're sending is relevant to them and adds value.
- The bottom line? Have a plan for how you're going to keep the conversation going. Once the person has opted in, you need to know how you're going to keep them interested and engaged. Remember, relevance is key.

## 3. ONCE YOU'VE GOT YOUR PLAN IN PLACE, IT'S TIME TO DEVELOP YOUR LEAD MAGNET.

- The lead generation magnet is very simple. If you've been practicing in an area of law for any amount of time, you have a series of questions that you get asked all the time. You can probably think of the top 3, 10, 12 questions everyone always asks you, or the 5 biggest mistakes that your clients typically make, etc. Sit down and think creatively and expansively about the questions that you hear repeatedly. Then make your free report. An example of a free report is attached.



YOUR LEAD MAGNET DOESN'T HAVE TO BE COMPLICATED; IT JUST HAS TO BE DIRECT. GIVE THE PERSON INSTRUCTIONS ON WHAT TO DO, TELL THEM WHO IT'S FOR, TELL THEM HOW IT'S GOING TO MAKE THEIR LIFE BETTER, AND WHY YOU CARE ENOUGH TO DO IT. AND REMEMBER IT DOES NOT HAVE TO BE PERFECT. DO NOT LET PERFECTION BE THE ENEMY OF PROFITABILITY.



**HOW TO MANAGE**  
A SMALL LAW FIRM