

cams, LLC
139 Monroe Street, 2nd Floor
Petersburg, VA 23803
Ph #: (844) BUY-CAMS
www.cams-marketing.com

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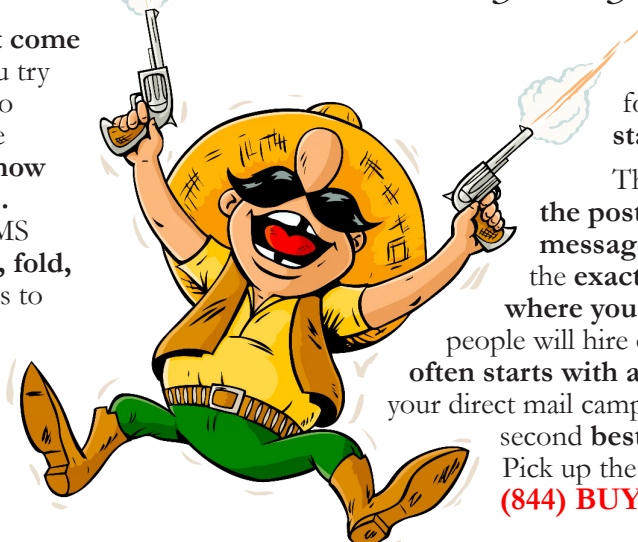
CAMS News Issue 07 May 2014

Cinco de Mayo es Mucho Dinero!!!

If you have been *thinking about trying direct mail*, our 100% **GUARANTEED NO-RISK OFFER** lets you try CAMS for a month.

Most advertising opportunities don't come with a guarantee. Even fewer let you try before you buy at cost. But we are so confident in our product that we'll be happy to risk our own money to show you that direct mail works wonders. The bottom line: if you apply for a CAMS Membership by May 15th, we will print, fold, stuff, seal, stamp and send your letters to

the Post Office ABSOLUTELY FREE when you cover the cost of postage. We will give you FREE DATA (our First Class mailing list of defendants - Virginia's unbeatable



leads that win the race to the mailbox) and we will also provide FREE INK for your customized letters on your stationary with your envelopes.

Think about that: All you have to pay is the postage, and we will put your marketing message in front of 100% of the people with the exact charges you want in the courts where you practice. Many of these people will hire counsel, and the discussion often starts with a letter. The best time to start your direct mail campaign was yesterday, but the second best time to start is right now!!! Pick up the phone and call Teresa right now at (844) BUY-CAMS to get started.

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THE DIRECT MAIL NEWSLETTER BY COMMONWEALTH ATTORNEY MARKETING SERVICE, LLC

The Pyramid of Marketing Value and the Chain of Sales

When lawyers first started sending letters to traffic defendants in the 1990's, it was part of a **revolution in the legal profession**. Whereas it had previously been illegal to solicit prospective clients, the Supreme Court ruled in 1977 that lawyers have a free speech right to advertise. In *Bates v. State Bar of Arizona*, the Court observed that "It appears that the **ban on advertising originated as a rule of etiquette**, and not as a rule of ethics. Early lawyers in Great Britain viewed the law as a form of public service, rather than as a means of earning a living, and they **looked down on 'trade' as unseemly**."

Obviously, this **sacrosanct view** of the profession's spotless reputation is **severely outdated**. Lawyers now recognize that **marketing is a key aspect of a firm's business success**, and competition has become fierce. A massive influx of new lawyers has recently been spawned by an ever-growing horde of law schools. Faced with **shrinking demand** for legal services, this

presents an **ugly dilemma** for practitioners seeking to grow their firms. We recently came up with a pair of concepts that help illustrate the process of **creating value in the mind of the prospective client** and **getting a sale closed**.

The first is called the **Pyramid of Marketing Value**. This is the progression of a case from the point that you identify the type of client you want, through the sale process, and to the point that you have prepared the case and ultimately earn and deposit the fee. The **foundation of the pyramid represents a crucial point** in a lawyer's practice, but many if not most lawyers fail to grasp this critical first step, **damning themselves to a career of miserable mediocrity**. These lawyers put an expensive ad in the yellow pages indicating that they specialize in real estate, divorce, criminal, DUI, estate planning, civil litigation, bankruptcy, and personal injury. In other words, **they don't specialize in anything**.

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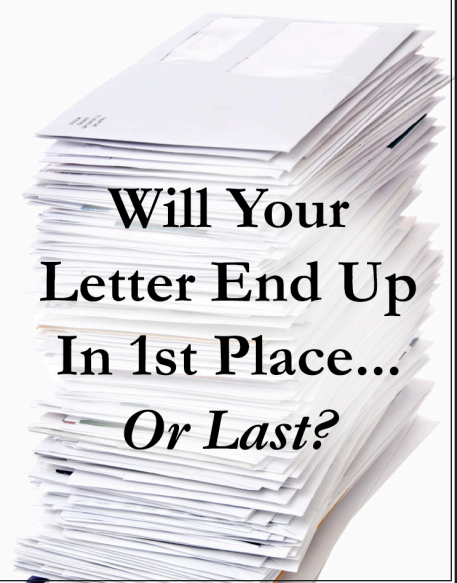
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Bonus: Cinco de Mayo es Mucho Dinero!!!

Only One Letter Can Win The Race To The Mailbox...



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Commonwealth Attorney Marketing Service (CAMS) compiles computer-generated lists of defendants who are charged with offenses to be tried in Virginia's General District Courts. We provide daily lists to attorneys who send letters to prospective clients educating them and discussing options. There is no method more effective than direct mail, which lets you put your marketing message in front of 100% of the people who need your services for less than \$1.00 each.

- Same Day Case Reporting to Get Your Letters There ASAP
- Full Coverage: Every Court. Every Case. Every Day.
- Automated Spreadsheets Help Eliminate Human Transcription Errors
- Automatic Address Correction Saves On The Number of Returned Letters
- Removal of Defendants Who Already Have Counsel
- Removal of Addresses Outside The United States
- Total Fulfillment Service- Completed Mail Merge and Printing, Folding, Stuffing, Sealing, and Delivering Your Letter to the Post Office
- NO Contracts, Obligations, Or Commitments Required.
- Optional Removal of Local Defendants

LOWEST PRICES ABSOLUTELY GUARANTEED

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PRO TIP: Cut this article out, and post it for all of your employees to see

Continued from page 1...

But clients **don't want a lawyer who "does it all"** - they want a problem solved, and just like you and me, they would rather have a specialist who knows a lot about their specific problem than a generalist who knows a little about lots of problems. On the right hand side of the base, I have used the term "herd" to describe the **people who know, like, and trust you enough to bring a case or refer a friend** to you (credit to Ben Glass, success guru and owner of Great Legal Marketing). This approach to building a practice is the **traditional model, whereby a lawyer obtains all clients by referral because he cannot advertise**. Most people are surprised to find that this model can work surprisingly well, but we must remember that countless lawyers found themselves wealthy before we were allowed to advertise. By **developing and nourishing** the herd, one can earn **quite a comfortable living**.

As we look up the pyramid, we see **three predominant ways that people find a lawyer:** by receiving a letter, by seeking a lawyer on the internet, or by getting a referral from a friend or family member. From left to right, these span the gamut of approaches from most direct (soliciting business by mailing the defendant a letter) to the most indirect (referrals). **The client who responds** to our letters, engages with the website, or acts on a referral moves up the pyramid and the case **becomes more valuable**. The steps which are taken during that process are represented by the **Chain of Sales**. A chain is **only as strong as its weakest link**.

The Chain of Sales - From Crime to Closing

A Chain is Only as Strong as its Weakest Link



- | | |
|-----------------------------------|------------------------------|
| › LETTER | › SCRIPT |
| › WEBSITE | › UNIQUE SELLING PROPOSITION |
| › BOOK DOWNLOAD | › FEE QUOTE |
| › CALL, REQUEST A CALL, OR E-MAIL | › AGREEMENT |
| › RECEPTIONIST | › CLOSE |

In order to make a single sale, **every link in the chain has to work**. It starts with the client's search for a lawyer. Being found by the client is the first link. Giving the client some **education-based material** then takes place on our website. Next, the client has to raise his or her hand by bringing a problem to the lawyer for advice. This is usually accomplished by a **phone call** in which the client seeks a consultation. **A bad receptionist often breaks this critical link in the chain**, sounding as if every call is a major imposition on her time. The consultation is another link, as are the client service agreement, the fee payment, and **if the client eventually refers someone, the chain grows longer and stronger**.

If you want increased sales, look at your Pyramid of Marketing Value and your Chain of Sales. **What is the weakest aspect of your marketing campaigns?** Focus on that link in order to strengthen your chain. What is your philosophy regarding the ideal case or the ideal client? None of us has perfected these systems, and we all know **why it is called "practice"**. Sifting through your firm's processes over and over will make them finer, and **it will increase your revenues**. Marketing **operations that are sedentary will decline** steadily. As other lawyers constantly improve their marketing, **you must do the same to avoid decaying revenues**.

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The Ideal Staff Superstar: "Reliable Jen" Reveals Her Secrets - Her Top Success Secrets for Making the Lawyer's Job Easier

"What bomb is going to blow up in my face today?" That is the innermost fear of every lawyer from sunrise to slumber, and it never goes away for zealous trial advocates. There are so many things that can go wrong, but they are generally not as dire as they seem at first, and solutions exist. One such key to success is the staff member who can help shoulder the load. But any lawyer who has ever hired a secretary or paralegal knows that some are miracle workers while others barely justify the paycheck (or worse, cost you more than the benefit they provide).

One investment that paid healthy dividends is Jennifer Michelle, also known as "Reliable Jen". She got that name by virtue of her steadfast work ethic, can-do attitude, unfailing dependability, technical skills, and calm reassurance of clients. Her job with CAMS founding member Charles V. "Van" Hardenbergh's law firm started after he represented her son on a minor charge that was dismissed. "She was great at helping us deal with her son in a way that prepared him for success in Court" he said, "and we thought she would make an outstanding member of the team. All of her teammates look to Jen for help, and she is a model of exemplary leadership. She never has time for politics or drama because she is constantly in motion."

Little did Hardenbergh and his firm know what a gem they had found. Jen had previous IT experience with government and large and small corporate employers, and she is a whiz at everything from phones to computers to networks to printers. Although that is not a full time job, Jen manages to solve thorny technical problems quickly while juggling other responsibilities in the office. "She is also my go-to gal in the Petersburg office. She runs the phones and leads our receptionists, and when I have an emergency out on the road she is the first person I call for help. Above all, she is an amazing case manager who can soothe the frayed nerves of clients facing serious traffic charges."

We interviewed her for this article, and in her responses she reveals her top five tips for saving her lawyer's sanity while juggling a million other responsibilities.

CAMS: Why do they call you "Reliable Jen"?

JEN: (LAUGHING) OK, now don't keep repeating that or you'll jinx me and I'll drop a ball. I just hope people keep calling me that for as long as possible. I'm a very detail oriented person and I care about the people we are helping - I don't want to let them down.

CAMS: What's the hardest part of your job?

Jen: Wow, that's a good one. Probably looking out for my lawyers. Van and the other attorneys who represent our clients are counting on me to watch out for them. Having their back is a challenge, but they let you know it is appreciated. It's exciting to help them win cases, but I get anxious about the results. It helps when I know that everything was double-checked before I give my attorney the file.

CAMS: What advice would you give to someone looking for a career like yours?

Jen: To be completely honest, the first rule for success is to be completely honest. I understand that people's lives are at stake every time we handle a case, and things aren't going to work out unless we have a relationship based on trust. I have to be candid and

open with the client, and my attorneys expect the same. Sometimes clients have problems that make it difficult for them to confide in us. Whether the issue is a substance, a state of mind, or financial risk in an economy already on its knees, it is easier to share things if they can tell you are being sincere with them. I also keep in mind that loyalty is a critical part of a law practice on several levels. I know my paycheck will clear every Friday because my firm is loyal to me, and I want to return that to my lawyers, our clients, and the rest of my fabulous team. This is a family as much as it is a business.

CAMS: Any other tips for staffer success?

Jen: Well, the second priority after honesty is probably attitude. I feel like it is so much easier to maintain a bright outlook in a small business that has a tight-knit team. There are no guarantees here, and we eat what we kill, so each of us depends on every other team members to earn a living, and hopefully hit our monthly profit sharing bonus goals too. Having the best attitude possible really sets the tone for everything else that will happen to you during the day. It also affects your team. Positivity is a big part of my personal belief system, and I love being immersed in a workplace that fosters it every day.

CAMS: So honesty and attitude, what about some practical tips or tricks?

Jen: One secret of answering phones is to smile. That is such a big benefit for the caller that doesn't cost a penny, and scientific evidence shows that callers can tell if the receptionist is smiling. It actually affects your brain chemistry. I find it easy to keep smiling when I remember that I'm not the one going through the caller's problem, and I'm grateful. Another tip is to get a head start. I know those phones will be transferred to me at 8:00, and getting to the office ten minutes early gives me a tremendous edge. The best trick I have ever had up my sleeve has been the way I get around the confidence issues that we all have to overcome. I go back to my parenting experience. Many times I have been in situations where I really didn't know what to do, but I had to do something. You can't let your kids down, so sometimes you just have to "fake it til you make it." In other words, it can be challenging to be the most confident paralegal in the world, so you sometimes have to "act as if" you were. Believe it or not, that can get you far enough to win after everything is said and done.

CAMS: Thanks Jen. Any final words of wisdom?

Jen: Best wishes to all the CAMS members and their staffers, and if you ever need a helping hand or a shoulder to cry on, reach out. I don't have all the answers, but I can find a friend that can help. And never give up.

