



# LEGAL CLIENTS

ON DIGITAL PLATFORM SYSTEM

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GET CLIENTS IN

*“Less Effort”*



# The **TRIO SYSTEM**

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**DATA VIRTUALIZATION  
ARTIFICIAL INTELLIGENCE  
DEHUMANIZED AUTOMATION**

# The **1** SYSTEM

## DATA VIRTUALIZATION

WE COLLECTED AND  
HAVE ACCESS TO  
PETABYTES OF DATA TO  
FACILITATE HUMAN AND  
AI DECISION

## DATA VIRTUALIZATION

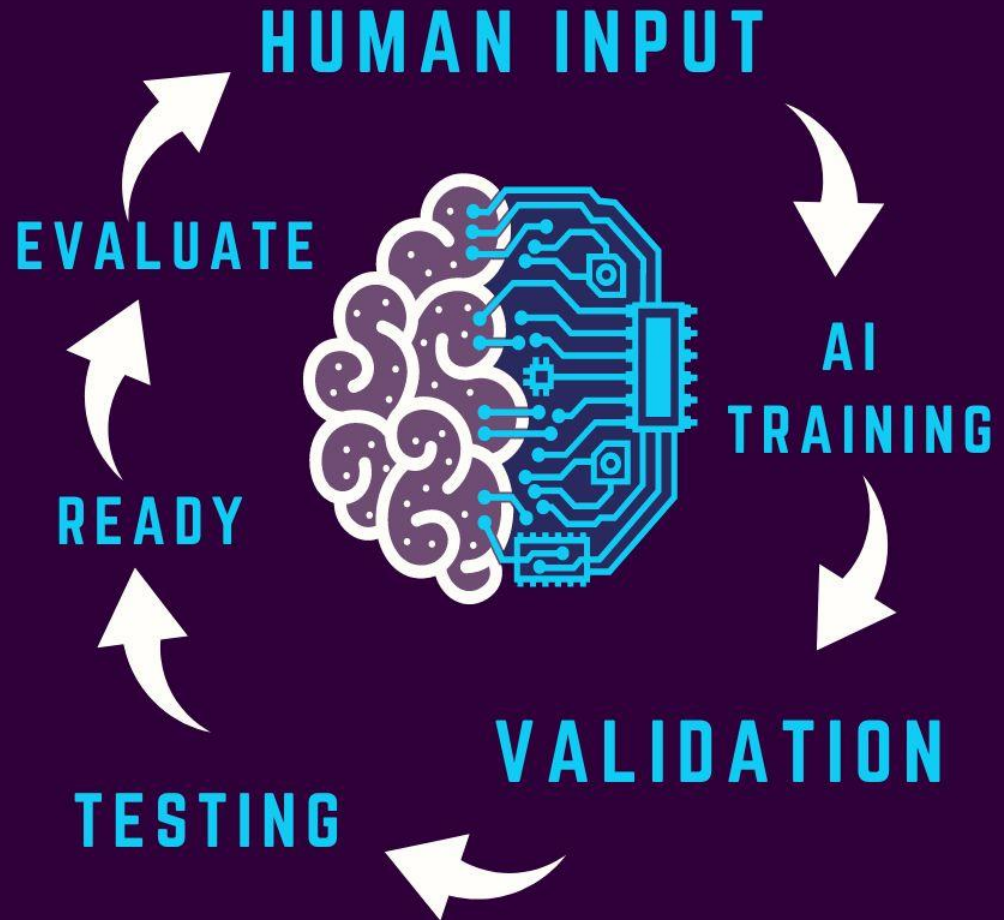
WE HAVE PETABYTES OF DATA VIRTUALIZED,  
CURATED, AND SORTED TO MAKE IT AVAILABLE FOR  
MARKETING IMPLEMENTATION.



# The **2** SYSTEM

ARTIFICIAL  
INTELLIGENCE

WE COMBINED HUMAN  
AND AI TO CREATE A  
MORE EFFICIENT  
MARKETING SYSTEM



*Artificial Intelligence*

# The **3** SYSTEM

DEHUMANIZED  
AUTOMATION

WE REDUCE HUMAN  
INTERVENTION IN  
AUTOMATION

## DEHUMANIZED AUTOMATION





# DOES YOUR CURRENT MARKETING SYSTEM STILL WORKS?

- 1) Current System Review
- 2) Your Goals
- 3) Why your system fails to get leads
- 4) System Cost



# WE CAN IMPROVE YOUR SYSTEM

1. What is your conversion rate?
2. Do you have booking system?
3. How's your online Reviews?
4. Do you have Automation to communicate with potential leads?
5. How effective is your Email Nurture Sequence?
6. Have you applied digital system on inquiries?
7. Did you miss potential clients due to time lapse?
8. Do you have a documentation system for potential client's conversations?



# AI CHATBOT/VIRTUAL ASSISTANT?

## A. Needs Assessment

1. Identify specific marketing goals.
2. Assess current digital marketing strategies and tools.
3. Define target audience segments.

## B. AI Tool Selection

1. AI tools suitable for legal marketing.
2. Ensure compatibility with existing systems.
3. Consider scalability and future updates.





# AI CHATBOT/VIRTUAL ASSISTANT?

## **C. Data Integration**

1. Establish data pipelines for seamless integration.
2. Ensure data security and compliance with legal regulations.
3. Train AI models with relevant legal data.

## **D. Customization and Training**

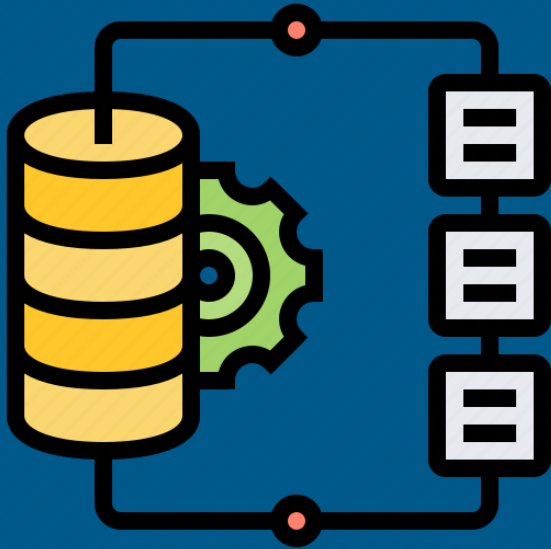
1. Customize AI algorithms for legal terminology and nuances.
2. Train chatbots for legal-specific queries.
3. Continuous monitoring and refinement of AI models.



# RIGHT ACTION, DO IT TODAY

- 1) How to get more clients from **Inquiries**
- 2) Follow Your **Potential Client's Journey**
- 3) What to **Reap**
- 4) Know the **Price**

# WHAT YOU REAP WITH *“OUR SYSTEM”*



Why use it...



# POWERFUL POSITIONING

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1. Get a genuinely **Valuable Position** in your client's mind
2. Help you leverage to a **Trusted Advisor**
3. Change your rates to **Above-Industry** level
4. Focus on **More Profitable** cases
  - Child Custody
  - Asset & Property Division
5. Give you the system to implement inside your firm for **more conversions**



# VIEW “YOUR CLIENT JOURNEY”

Witness the potential leads go to your  
system



See potential leads go to your system from our platform and convert them to paying customers

# PLATFORM DEMO

Family Law:

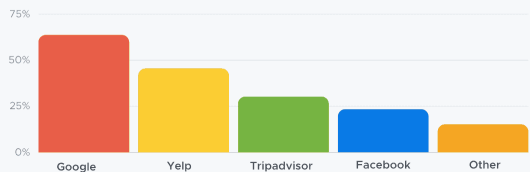
Personal Injury:

CRM:

Automations:

# GOOGLE REVIEWS SYSTEM

Which review sites do you check before visiting a business?

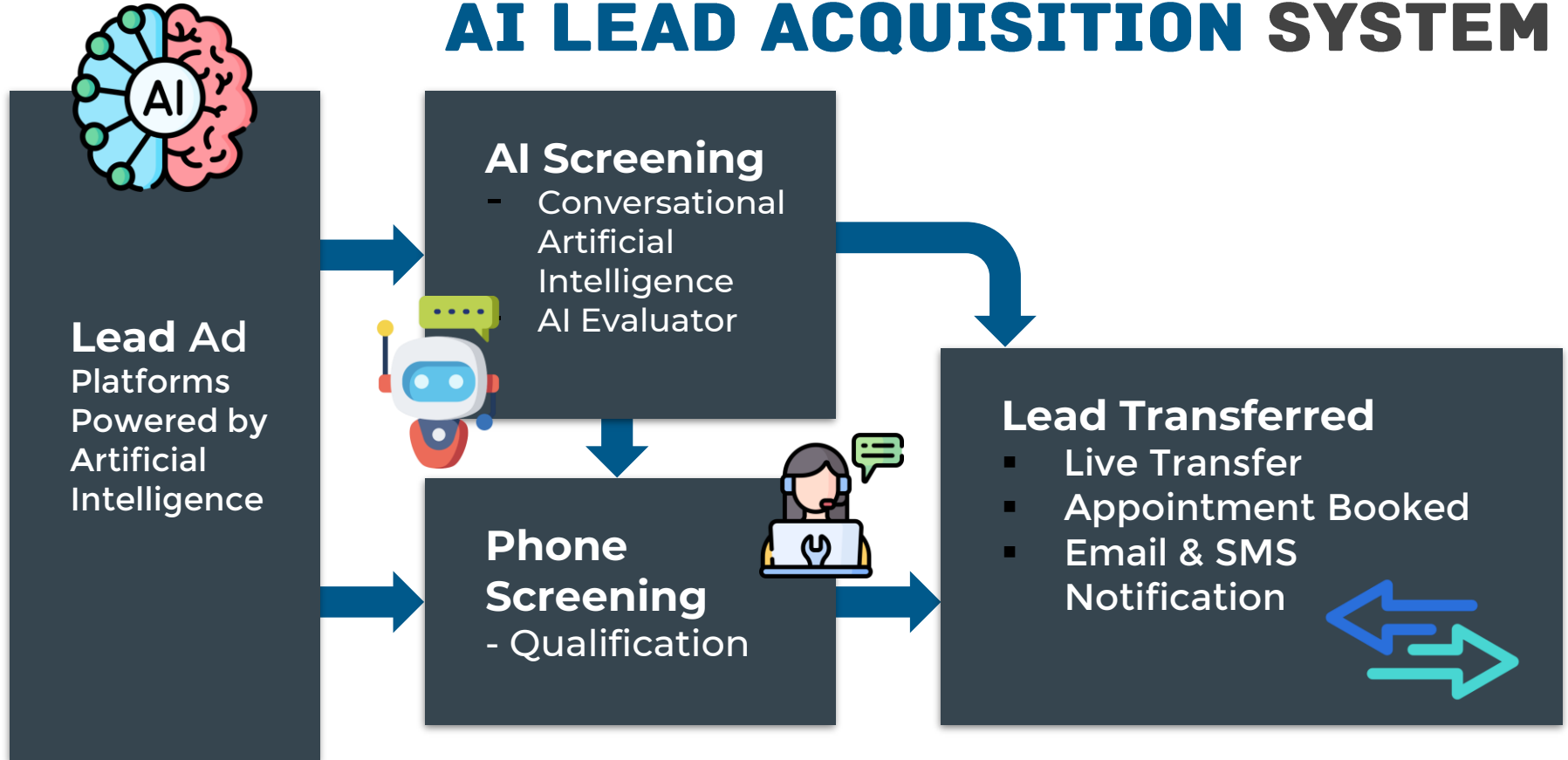


- Email & SMS sequence to get more reviews
- Good for SEO
- Increase Trust and Conversion
- Gated for 5-Star Reviews



Google  
Customer Reviews  
★★★★★

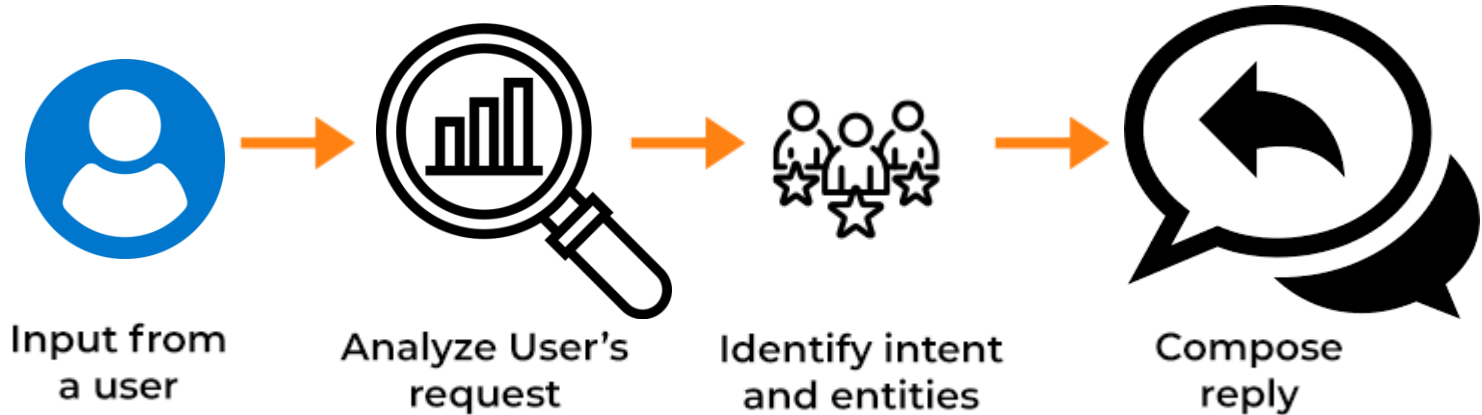
# AI LEAD ACQUISITION SYSTEM





# AI CONVERSATION IN ACTION

Conversational AI engages with, and pre-qualifies the prospect at a deeper level





# CLIENT ACQUISITION SYSTEM

- Complimentary Assessment
- Brief 15-Minute Evaluation Session
- Directly Transferred to Intake Team

- Paid Consultation
- Booking Fee
- Advance Payment Required Prior to Consultation

- Engage Our Services!
- Retention Verified



# PARTNERHIP SET UP

- Streamline the process via our referral collaborators
- Utilize our networks
- Establish a Partnership Program to expedite the entire procedure

# PROCESS DETAILS



What's everything in the system

# WHAT YOU GET! GROWTH TOOLS

## High-Value Marketing Assets

- Landing Pages
- Downloadable Guides
- Objection-Buster Emails
- Hosted
- Supported

## Setup

- Setup in **your** Branding
- It's **YOUR** campaign

## Technology

- Email & SMS Automations
- Gated Reviews System
- Enables Live Transfers
- Email Nurture Sequence
- Consultation Calendar
- Landing Pages
- Forms & Surveys
- Call Recording
- E-Newsletter System

## Digital Media Buying

- We run the campaign for you: Google or Facebook & IG Ads
- Retargeting
- Ongoing Optimization

## Coaching

- In-firm Implementation
- Accountability
- Personal Performance

## Conversion Process

- Lead Processing Strategy
- AI Enabled Lead Evaluation
- Automations
- Trust Ecosystem
- Scripts
- SOPS – Standard Operating Procedures
- Sale System
- Virtual Team Structure
- Agile Marketing Cloud System

**WHAT  
YOU  
GET!  
LEAD  
TOOLS**

**WHAT  
YOU  
GET!**

**TARGETING  
TOOLS**

### **A.I. Screening**

- A.I. Chatbot setup
- Messaging Training
- Pre-qualification and Screening
- A.I Persuasion

### **Reviews Campaign**

- Reviews can increase new clients by up to 30%
- Proven Review-getting email sequence

### **Digital Media Buying**

- +1 Channel: Google or Facebook & IG Ads
- Retargeting
- Ongoing Optimization

### **Reactivation Campaign**

- Database of old or cold prospects
- Reactivate old prospective clients



# **NEXT STEPS: Investment & Onboarding**

What ROI is possible on our program?



# VIDEO IMPROVES CONVERSION BY UP TO 80%

Video has the potential to nearly double your  
marketing effectiveness

It holds the key to achieving high conversion rates

Consider the cost for video production (e.g., your  
hourly rate multiplied by 2 hours)

Are you willing to commit a few hours each month to  
double your marketing effectiveness?

Can you dedicate  
1-2 hours PER  
MONTH to capture  
video content?

Is this going to  
make me  
money?

## LET'S FIGURE OUT IF THIS IS ROI POSITIVE FOR YOU

- What is your Average Sale Price?
- How much do **you get paid on average** for each new client in your practice area?
- Are there any outliers (above or below) e.g. litigious cases, just divorce filing

## LET'S RUN

1. We generate exclusive inquiries at \$30-\$90/lead based on current market trends (1-5 inquiries/day)
2. With a conservative estimate, let's say we get you about 20 enquiries
3. We understand that approximately 12%-30% are likely to convert, depending on how closely you adhere to the program. So, if we achieve a closing rate of around 15%, that would mean acquiring 5 clients at \$, resulting in an ROI of \$.
4. Does that suffice for your initial needs? Keep in mind that the figures tend to improve over time.



## **INVESTMENT**

Setup, Onboarding, and Hold Your Spot (\$99 today)

**\$1,000/MONTH ONLY**

**You'll get qualified leads with our system  
in LESS TIME & EFFORT**

# PLAN TO WORK TOGETHER

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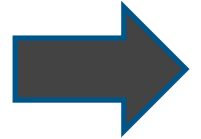
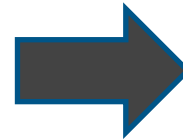
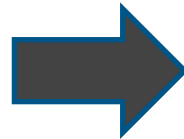
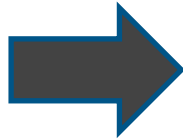
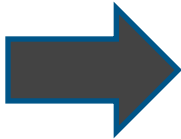
Getting to Know

Initial Meeting

Build the System

Launch Meeting

Campaign Go-Live!



Now

Day 1-3

Day 4-15

Day 16-19

Day 20

# SO...

## ON A SCALE OF 1. TO 10...



**1 – This MIGHT be something  
you're interested in**

**10 – This is amazing I've love to get  
started right now**

## WHERE ARE YOU?

# NEXT STEPS





# ***CLOSE MORE CLIENTS***

## **SALES GUIDE**

- Get the strategies for how to achieve **7X Connection** and **3.5X Conversion** rates!



# GETTING CLEAR

We'll manage your ad campaigns for  
just \$500/mo

And we recommend \$500/mo **Ad Budget**

**Total \$1000/mo**

**WE HAVE A ONE-TIME SETUP FEE OF \$59**

**but...**

What we've found is those who **make decisions quickly** always turn out to be the best clients and we do amazing work together.

So for that reason we have a program called "**Incentive-based pricing**" where if you make a decision on the call with us today...

# Strategy

Our **entire strategy** is designed to **consistently respond** to every lead.

Maximizing every opportunity by **eliminating the natural human instinct** to cherry-pick one lead over another

# GUARANTEE

## RISK FREE 30-DAY GUARANTEE

Try us risk free for 30 days!



**AND THAT'S IT!**

**LET'S WORK  
TOGETHER**



POWERED BY

**DiiGITALCONNECT**