

# MORE ENQUIRIES & MORE CLIENTS



FROM SOLICITORS NEAR ME

0845 1391399

[www.solicitorsnearmeuk.co.uk](http://www.solicitorsnearmeuk.co.uk)

**Solicitors**  
NEAR ME



# Where Are You Now?

1. Are you keen to grow your **law firm, department or consultancy** business?
2. Would you like more clients coming to you each and every month?
3. What is stopping you from achieving this right now?

I think I can guess the answer to the first two questions, and I am pretty sure having done what I do full time since 2003 that I also have the answer to the third question too.

Please let me explain.

I'm Nick Jervis, a Law Firm Business Growth Consultant and non-practising Solicitor.

I am the author of the Amazon bestselling book *The Law Firm Growth Formula – How smart solicitors attract more of the right clients at the right price to consistently grow their law firm quickly*, so I like to think that I know what it takes to attract new clients to a legal services business.

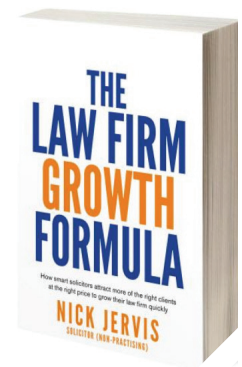
You might ask why, when I teach solicitors how to attract clients, there is a need for a service delivering new clients to solicitors.

## **THERE IS A VERY SPECIFIC REASON FOR THIS.**

I have discovered this after holding hundreds of conversations with solicitors. Perhaps not surprisingly, in view of the fact that I run a law firm growth consultancy, most solicitors come to me looking for one specific thing...



**Nick Jervis, Solicitor**  
(non-practising)



"Nick truly is an expert – we started working with him and never looked back.

We doubled not only the volume of enquiries, but also the volume of private work taken on and this continues to grow."

**Mark Reeves,**  
*Halliday Reeves Solicitors*

# Most Solicitors are Looking For...

**More clients every month to allow them to grow their law firm or consultancy business.**

I can fix this, it is what I do all day of every working day, so it isn't a problem.

I fix it by sending more visitors to their website, with paid or organic traffic, then they receive more enquiries for their services and more clients.

However, there are usually some problems preventing this relatively straightforward process, which it is, from working as well as it could do:

- The website that I send the visitors to is not set up to convert those visitors into enquiries for legal services because:
  - It doesn't have enough content, or content designed with one sole purpose; to generate an enquiry for a legal service;
  - It doesn't load fast enough, meaning that visitors leave without reading any of the content, and certainly before leaving their contact details; and
  - It is missing vital components such as live chat, whatsapp messaging, enquiry forms and telephone numbers to make it as simple as possible for the visitor to make an enquiry using their preferred method of contact.
- If an enquiry is generated, the telephone isn't answered quickly enough inside the law firm, meaning the prospect rings off and heads elsewhere with their legal enquiry; and
- To generate the increased volume of website visitors requires a significant investment in:
  - a website designer to make the website better (£2-5,000);
  - Google for the extra visitor numbers (at least £750 per month); and
  - my company to run the Google Ads campaign (from £950 per month)







This means that not only is there a substantial upfront investment to make the website fit for purpose, along with a significant monthly investment to generate the additional leads, which puts easy lead generation away from most solicitors and consultant solicitors.

This is not the case with Solicitors Near Me, though.

Why?

I have used all of my expertise to create a website that converts, exceptionally well.

If you sign up with Solicitors Near Me, you will receive the following:

- o A section on our website designed to deliver people looking for your services to you; and
- o My team running Google Ads AND content marketing to those pages to generate enquiries for you

all for a fixed monthly fee and most importantly, without you having to lift a finger to change your website, write pages of website content and setting up Google Ads campaigns.



# How Does Solicitors Near Me Work?

01//

## STEP ONE

My team sets up a marketing campaign to attract new clients in your location to the Solicitors Near Me website who are looking for your targeted services.

02//

## STEP TWO

The campaign will be comprehensive, and the goal is simple – get in front of prospects looking to buy your legal services.

03//

## STEP THREE

The marketing campaign brings the prospect to the website.

04//

## STEP FOUR

The prospect calls Solicitors Near Me, or fills in a form.

05//

## STEP FIVE

The enquiry is delivered to you to handle.



# How Does Solicitors Near Me Help You To Grow?



What does all of this mean in practical terms for you?

The aim is for Solicitors Near Me to deliver a minimum of 10 enquiries for your chosen legal services to you each month (and we will work hard to deliver more).

From those 10 enquiries, we expect you to generate at least three new client instructions.

If you sell a one off service for the average of £1,000 per client (which most solicitors do), that will provide you with a minimum return on investment of £3,000 initially, but potentially much more over future months from the same clients in repeat business and recommendations.

Once more, this is our starting point. As the content marketing we will be doing for your legal services in your area, we hope to grow the lead volumes and enquiries for your services, meaning that the longer you stay a client of Solicitors Near Me, the better your return on your investment.



## Your Investment

Your investment to become a “Solicitors Near Me” client is only £950 +VAT per month, with no minimum contract.

That fee is totally inclusive – you won’t pay a penny more than the monthly fee, which means you’ll have a predictable, affordable way to bring new leads streaming into your business, allowing you to factor it into your budget.

Is that good value?

Let’s look at the alternatives...

### **You could run your Google Ads yourself...**

Not only do you have the challenge mentioned above of spending thousands to make your website fit for purpose, if you’re not an expert with Google Ads, the chances are you’ll end up paying A LOT more for your traffic and getting a worse return on investment too.

A successful account needs a lot of managing too, which means you pouring hours of your time into it at the expense of fee-earning.

### **You could hire a “marketing junior” to run it for you...**

Same problem here. The marketing junior won’t have any experience in how to run a successful Google Ads account, plus they won’t know your industry very well, so the chances of success are slim. For that “privilege”, you’ll pay a minimum of £1,500 each month, and that’s not including the money that you’re going to spend on improving your website design and content, AND getting visitors to your website (see Google Ads above).

### **Or you could hire an Agency to do it all for you...**

An agency is more likely than not going to charge you a monthly retainer of £1,500+, but also then charge you additional sums for website design, new website content and in addition to their fee you will have to pay for Google Ads separately.

## Ready To Secure Your Spot?

If you are ready to get leads coming into your law firm or consultancy business, simply click the button below:

[CLICK HERE](#)