

**FREE  
REPORT**

**Creating a  
Recession-  
Proof Law  
Practice**



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## Introduction

Without a doubt, our country is experiencing the biggest economic downturn it has ever seen. The agile among us will pivot to industries that have withstood the test of time. Those that cannot pivot, will unfortunately fail to prosper during this time.

If you are a licensed attorney, or are soon to pass the bar, your key to success in this global crisis is to choose a practice area with the potential to thrive in economic distress.

### **In this guide we will:**

1. Identify the top 9 recession-proof practice areas
2. Provide the tools to create a recession-proof legal practice
3. Uncover the top marketing practices to get your firm new leads, fast
4. Show you how to get your firm listed in the Google My Business “Map Pack” for increased traffic
5. Deliver our own Law Firm Page #1 Blue Print
6. Offer you a Recession-Proof Law Firm Starter Pack designed to get you up and running within days



## The Top 9 Recession-Proof Legal Practice Areas

Whether you are currently practicing law, or are a new lawyer wondering how in the world you're going to survive, these 9 practice areas can provide you with the stability you need to weather any financial crisis:

1. **Personal Bankruptcy** - with unemployment claims skyrocketing, many families will find it impossible to cover a prior lifestyle.
2. **Family Law** - even the best marriages can crack under the strain of financial problems and health-issues.
3. **Estate-Planning** - those families that have lost loved ones due to the global pandemic will find themselves desperate to
4. **Labor & Employment** - with so many folks being laid off due to economic downturns, labor and employment-related litigation will increase.
5. **Personal Injury** - regardless of recession, negligence will always appear, particularly in the sub-practice of medical malpractice and nursing home abuses.
6. **Cannabis Law** - with more states legalizing marijuana, and more new customers seeking an escape, new cannabis businesses may be seeking legal advice.
7. **Corporate Restructuring** - economic crises can ruin businesses, if not managed properly. Those savvy enough will seek the advice of competent attorneys experienced in restructuring.
8. **Insurance Law** - with businesses closing down, insurance companies are finding themselves with more claims than they can potentially handle. It's likely insurance companies will need assistance in interpreting claims and insured will need protection from unscrupulous agencies.
9. **Online Mediation** - with courts closed due to social distancing requirements and a painfully slow reputation for adopting technology, private mediation companies that can leverage existing technologies like online conferencing, can offer non-judicial recourse to opposing parties. From divorce to personal injury claims and business disputes, those with alternative dispute resolution skills may find a field ripe with promise.



# Checklist to Start & Manage Your New Practice

If you're a motivated, do-it-yourself type, you can have a new law practice ready to launch in just a few days. Simply follow this checklist and take advantage of the tools I use every day to help lawyers create the practices of their dreams.

- ☐ **Choose a Practice Area** (or more!) - study to obtain competency.
- ☐ **Choose Your Firm Name**
- ☐ **Obtain a Firm Phone # using CallRail.** You can create up to 15 numbers for \$45 and use them for different locations and to track marketing efforts.
- ☐ **Choose a business address.** Ideally, find one that will scan your mail and also act as your Agent for Service. Regus does a decent job and may have a better address for purposes of setting up Google My Business (more on that later).
- ☐ **Set Up your phone messages and tree in Callrail.**
- ☐ **Choose a Platform for your online presence.** [My recommendation is [Wix](#) or [Squarespace](#), if you're going to do this on your own.]
- ☐ **Choose a Domain Name** - don't purchase from GoDaddy. Instead, when you purchase your hosting from Wix or Squarespace, they will offer you the ability to purchase a domain name at the time. Often, you will get it for free the first year.
- ☐ **Choose a website template and fill it with your own content.** Don't get fancy, it will just hold you up. Replace their images and content with your own and call it good for now.
- ☐ **Create a Logo with BrandCrowd or Canva** - upload it to your site.
- ☐ **Create a Favicon of your Logo with Favicon.io** - upload it to your site.
- ☐ **Set Up Social Media Accounts for Your Practice.** At least LinkedIn and Facebook.
- ☐ **Create a unified social media presence with Canva.** They have templates you can customize for your Facebook banner, Twitter Background, LinkedIn Banner, and more.
- ☐ **Sign up for Clio (or equivalent) Practice Management Software.**
- ☐ **Open operating and trust bank accounts.**

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- ☐ **Alert your local bar regarding open trust accounts, if applicable.**
- ☐ **Sign up for Zoom.** This will enable you to meet with your clients' without having to travel.
- ☐ **Create a Lead Generation Magnet** - these can be ebooks, infographics, checklists - anything related to your practice that your prospective clients may be searching for.
- ☐ **Create a series of emails** - these will automatically go out to those prospects that downloaded your lead generation magnet.
- ☐ **Create a sales funnel** -- either with ClickFunnels or a combination of your website and a provider like Mailchimp or Aweber.
- ☐ **Create PPC Ad Campaigns for your Lead Gen on Facebook and/or Google.** Facebook is easier to navigate and may be a better place to start.
- ☐ **Consider Buying Leads.** Google “Where to get [law practice] leads” and compare prices.

## 13 Tools to Launch Your Recession-Proof Law Practice

1. BrandCrowd DIY Logo Design - <https://bit.ly/34FE3og>
2. Canva - DIY Logo Design & Social Media Branding - <https://bit.ly/2VpdOXE>
3. TinyPNG for compressing images - <https://tinypng.com/>
4. Favicon.io for favicon creation - <https://favicon.io/>
5. CallRail for Phone Numbers & Tracking - <https://www.callrail.com/>
6. Loomly for Social Media Scheduling - <https://bit.ly/2XBEWVZ>
7. Clio Practice Management Software - <https://www.clio.com/>
8. Wix for Domain & Web hosting - [www.wix.com](http://www.wix.com)
9. Squarespace for Domain and Web hosting - [www.squarespace.com](http://www.squarespace.com)
10. Designrr for Leadgen Creation - <https://app.designrr.io/>
11. ClickFunnels to create a pathway from prospect to client - <https://bit.ly/2Vpi5KL>
12. Mailchimp for Email Marketing - <https://mailchimp.com/>
13. Zoom for online meetings - [www.zoom.us](http://www.zoom.us)

# Attracting Clients

## Method #1: Lead Generation

1. Create your lead generation magnet.
2. Create a funnel using your lead gen magnet as a free incentive to get people's email addresses.
3. Create PPC Ads on Google, Bing, FB, Insta offering the free content
4. Prospect's input their email address, download the free report.
5. Emails are sent out automatically providing additional information and encouraging a call.

## Method #2 - Pay for Leads

1. Google "Where to get [law practice] leads"
2. Inquire as to per-lead pricing and exclusivity of leads

## Let's Get Started!

You now have the blueprint and the tools to start a recession-proof law practice and quickly attract clients.

**Want results quicker and easier?**

## We offer a Recession-Proof Law Practice Starter Pack!

Want to learn more?

**Schedule a Free Consult Now!**