

Bankruptcy/Debt - We send these postcards to people who have received notice that they are facing a foreclosure on their real estate or that they have been sued for some debt that a creditor is trying to collect on. Missouri Casenet is one of the main ways that we target the people who have been sued. This is a website that tells us when a lawsuit has been filed, who is involved, and whether or not the person already has an attorney. Anyone who has been sued in the KC Metro area receives a postcard from us. Kansas does not have a state-wide court system like Missouri does, but Johnson County, Kansas has an online system that we use to target people who are facing a foreclosure lawsuit or that are being sued for a debt of some kind. In addition to these websites, we look on a few different law firm websites and Sheriff Office's websites, such as South and Associates, P.C. and the Johnson County Sheriff's Office, to look for foreclosures that are happening in the KC and STL metro areas. All of these people will received the bankruptcy/debt postcard that advertises our lawsuit assistance or bankruptcy help.

Tax - We send these postcards to anyone that has a tax lien filed against their property. Since a lawsuit is not filed in order to have a lien placed by Missouri or Kansas, we search for the lien filings by using the Jackson County, Missouri and Johnson County, Kansas recorder of deeds offices. These websites let us know when a tax lien is filed against someone, and when it is, they receive a tax postcard from us advertising our tax assistance.

Family Law - We send out these postcards to any divorces that are filed in the KC and STL metro areas. Similar to the bankruptcy/debt postcards, we use those court websites to determine when a divorce or child custody action has been filed, who is involved, and if they already have an attorney. Anyone without an attorney that has recently had a divorce or child custody action filed will get a postcard from us advertising our family law assistance.

Criminal - We send out these postcards to anyone that receives a traffic ticket or is issued a criminal citation. We use the Missouri Casenet website to look and see who has received a traffic ticket or criminal citation recently, if their case is still pending, and

whether they already have an attorney. If they do not already have an attorney, they will get a postcard from us advertising our traffic and criminal assistance.

Tax Prep - We send out these postcards around tax time (Jan-Apr) to houses around our law office advertising our tax preparation assistance. We do not use any websites or case tracking utilities for these postcards. Instead, we blanket our area, usually our zip code and the surrounding zip codes, advertising our tax preparation assistance.

General - These postcards are our catch-all postcards that we rarely send out. However, similar to the tax preparation postcards, we blanket these postcards to the areas surrounding our law office in order to remind the community who we are and what we do. Because they are not targeted postcards and it's somewhat of a shot-in-the-dark, we generally do not send these out.

Primary needs and issues facing the company

One of the main advertising issues facing our business is that we do not have a very good way of tracking what advertising is working for us, where it is working, and whether the cost is worth it to continue that type of marketing. It would be great if there was an easy way to track what postcards were working, what postcards were not working, and the type of business the postcards bring in and do not bring in.

A second issue facing the business is that most of the marketing is either done by me or a staff member. Not too much of what we have is automated. I would really like to have as much automation as possible so that we can spend time doing other things. For example, I would really like to have some sort of auto-responder in place so that website visitors can receive additional information when they make an appointment or request information. Another example would be a way that visitors from our website are automatically signed up for our email newsletter.

A third issue facing the business is that I spend a lot of time on the phone educating potential clients, listening to their issues, telling them how we can help, and then hope that they hire us and I didn't waste 20-30min of my time talking to them for no reason. I am not too sure how to fix this, but some options might be to (1) have a script for staff to use when speaking with potential clients and weeding out the window-shoppers before anyone speaks to me, or (2) put more information on our website so that people can read about the basics of their options before speaking with me.

A fourth issue facing our business is that we do not have a great way of following up with potential clients that we spoke with, and said that they were interested, but we have not heard back from. Once we speak with a person, whether it's over the phone or in person, we usually send them a client packet that consists of the paperwork needed to hire our office and become a client. But after we send them the paperwork, we have no way of following up with them. I would love if there was a way that a follow-up email was automatically sent to them every few weeks or month until they sign up or say that they are not interested. I would also like a way to automatically add these people to our newsletter list so that our office continues to be in front of them.

Common questions potential customers often ask

- How much will this cost me?
- If this is hourly, exactly how long will it take to fix my problem?
- How long have you been doing this?
- Have you helped people with my kind of problem before?
- Is this something that I can fix myself or do I need to hire you?
- Do you need all of the money up front to get started? If not, how much do you need?
- Do you accept payment plans?