

REFERENCE DOCUMENT – JEFF JINKS LAW

SUBJECT: Lead Magnets

WHAT IS A LEAD MAGNET:

- A lead magnet is a valuable piece of content or an offer that a business provides to potential customers in exchange for their contact information, usually their email address.
- The purpose of a lead magnet is to attract and generate leads, which can then be nurtured through email marketing campaigns or other marketing efforts.

HOW TO USE AND EXAMPLES:

For a law firm, lead magnets can be used to attract potential clients who are interested in their services. Here are some examples of lead magnets that a law firm can offer on their website:

1. **Free legal guide or eBook (this is incorporated into your page template to change out at anytime):** A law firm can offer a free legal guide or eBook on a topic related to their practice area. For example, a personal injury law firm could offer a guide on what to do after a car accident.
2. **Free consultation:** A law firm can offer a free consultation to potential clients who provide their contact information. This can be an effective way to convert website visitors into leads.
3. **Webinar or video series:** A law firm can offer a free webinar or video series on a topic related to their practice area. This can help to establish the firm as a thought leader in their industry and generate leads.
4. **Checklists or templates:** A law firm can offer checklists or templates related to their practice area. For example, a family law firm could offer a checklist of things to consider when getting a divorce.

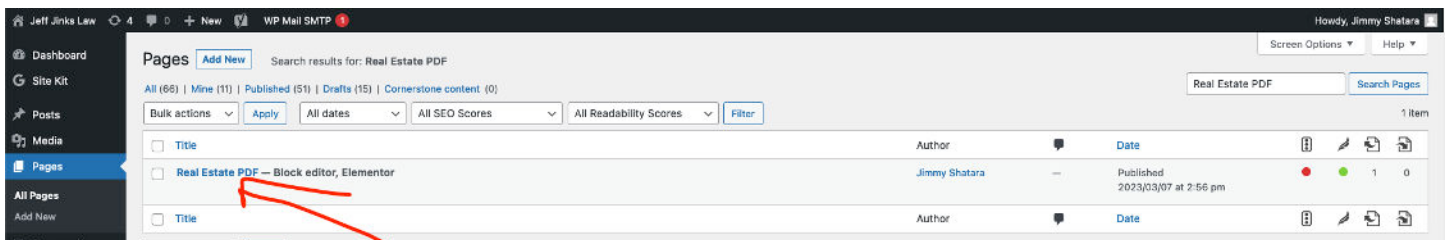
FULL PROCESS / IMPLEMENTATION

STEP A - HOW TO LOAD UP A NEW LEAD MAGNET:

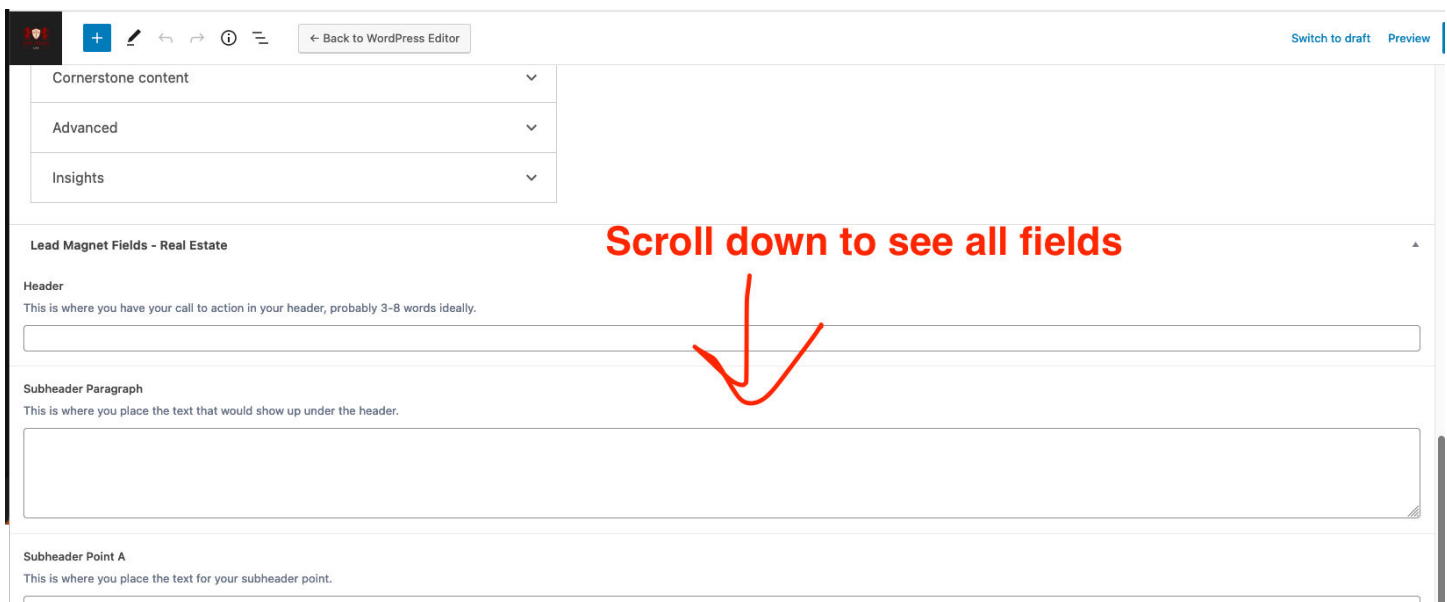
1. Log into the website:
2. Go to **Dashboard > Media > Add New**. A dropdown to drag/drop your PDF file or you can click and upload it here.

STEP B – PAGE SETUP

1. Go to the Page for the service you want to change out the PDF for:

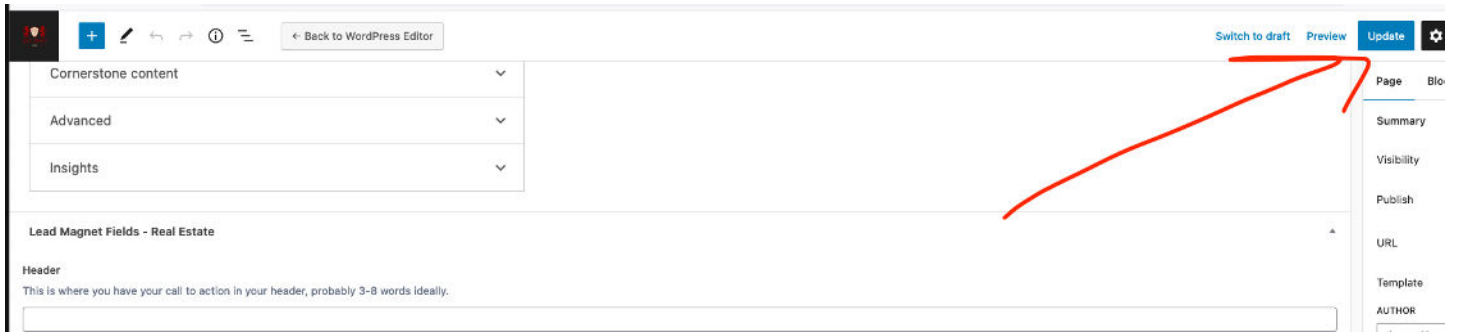


- a. In your case, Real Estate, Asset Protection, Litigation, Estate Planning
2. On that Page, you have the following fields to change out:



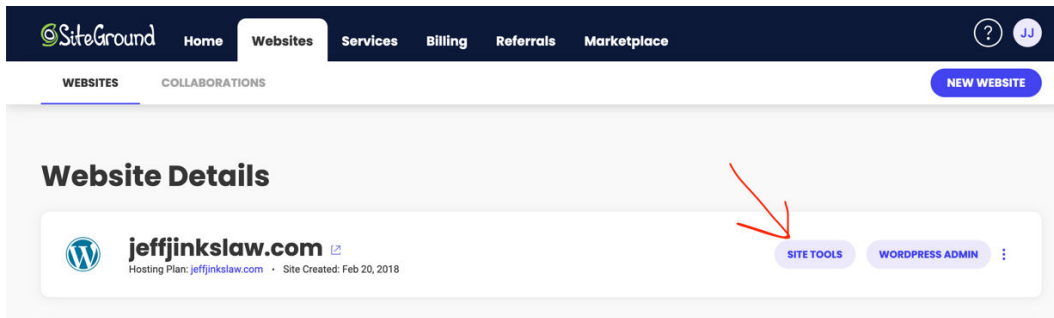
- a. Header
- b. Sub header
- c. Sub Points with Paragraph (3 for each – basically stating why someone wants to download this)
- d. PDF URL Link

3. Save what you have filled out under Update.

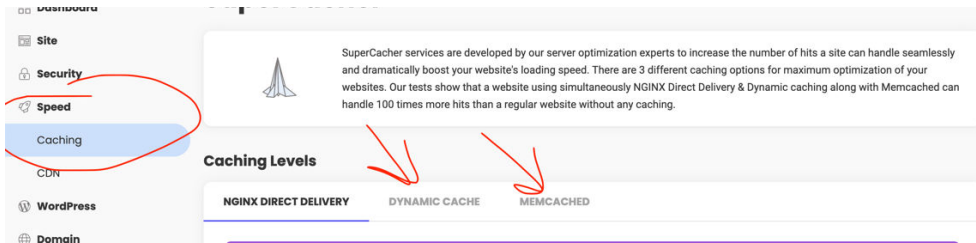


4. Now to update the cache, log into your hosting account (Siteground.com)

5. Once you are logged in, go to Website tab. Once clicked, go to Website Details and click "SITE TOOLS".



6. Once on Site Tools, click **Speed** on left hand column. Then click Caching.



7. Under Caching Levels, you will repeat this process (click Dynamic Cache and under Actions for jeffjinkslaw.com, click the "broom – Flush Cache" – once it says SUCCESS. Move to do the same thing under Memcached

Website

jeffjinkslaw.com

Actions



8.

SPECIAL NOTE: Now you have completely updated this page on your site. Any site changes at all under Options, you need to do this process.

LAW FIRM LEAD MAGNET LANDING PAGES EXAMPLES

1. LegalZoom's "Last Will and Testament" Lead Magnet Landing Page:

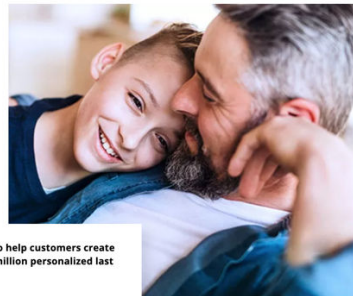
The page offers a free download of a "Last Will and Testament" document, and clearly explains the benefits of having a will.

Protect your loved ones with a legally binding will

Our step-by-step guidance makes it easy to start your online will. If you have questions, we're here to provide support. We can connect you with an attorney who can advise on legal questions and discuss your state's laws. Our wills have been accepted in all 50 states when properly signed.

Create the right will for your goals—options start at just **\$89**. Your progress is automatically saved, so you can get started right away.

Start my will



Why you need a last will



Appoint someone to settle your affairs

This person will also help ensure that your beneficiaries receive their inheritance.



Choose who will receive your property

Specify how you'd like to transfer your property to your beneficiaries.



Decide who you want to raise your kids

Name the right legal guardians for your minor children if you can't be there.