



# YOUR ONE PAGE MARKETING PLAN

Download this one page marketing plan to show you precisely what you need to do to grow your business.

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## Introduction



On the next page, you will find your one page marketing plan.

Before you look at it, let me explain one important thing.

A simple plan, consistently executed, will help you to reach your goals - quickly.

I have worked with many clients with turnover in the millions who have got there by following only three out of the four marketing strategies that I share with you on the one page marketing plan.

Do not believe it has to be more complicated; it really does not.

# One Page Marketing Plan

## Website

I strongly recommend Wordpress because it is Google friendly and there are millions of developers who can help you to edit it. Do not let a website company sell you Joomla, Drupal or their own Content Management System (this just ties you to their services).

Your website must be lead generation focused ie:

- Each page has a strong call to action (prompts visitor to call, email or fill in online enquiry);
- Sufficient depth of content around each service provided to prove expertise;
- Sufficient content on each page to please Google (400 words plus but as many as 4,000.)
- Title tags and description tags unique to each page - never have your business name on each page (many business do).
- Live chat hosted for you by real people increases enquiries (chat bots are not appropriate for a professional service provider). Email me if you would like an introduction to the company that I recommend - [hello@nickjervis.com](mailto:hello@nickjervis.com)

## Generate Visitors To Your Website

- Write one in depth article each week about your services which answers the questions your ideal clients type into Google when they are looking for your services.
  - Add it to your website.
  - Post links to the article and the title on facebook, LinkedIn and Twitter(that is as much time as you need to spend on Social media, ever).
  - Send an email with the article, or a summary of it, to your database (see below)
- Run a Google Ads campaign to generate some instant enquiries for your services. Let me know if you need some help with this -I manage a Google Ads spend in excess of £1.5million per year so I understand what it takes to make it work very well.

## Start Your Email Marketing Database

It is easier to sell more services to existing clients than to new ones and to generate referrals from them. Therefore, you must keep in touch with them each and every month so that they know all of the ways that you can help them.

- Send at least a monthly communication (include links at the bottom to your core services.)
- Some do's and don'ts based on many conversations with business owners over the years:
  - o DON'T
    - Try and gather every email address from every client you have acted for before starting your email marketing. From experience, this causes months or years of delay.
  - o DO
    - Start today and simply add everyone you speak with to the database from this day forward.
    - Ask me for my recommendation of the best email marketing software available.

## Build Your Referrals

- Approach people who already have access to your ideal clients offering something of value to them. (eg a webinar, seminar, video training series, an article for their email newsletter to their clients etc)
- Contact other people offering similar services to your own but not the same (who have your ideal checks and set up reciprocal referrals.)
- Set up a referrals spreadsheet and record all referrals that you make and receive. *"What gets measured gets better!"* You need to do this to understand the value of referrals to your business so that you can reward your best referrers appropriately.
- Whilst networking can be good - life is too short isn't it? LinkedIn is your answer. Network from your desk in only 5/10 minutes a day. Connect with your ideal clients and possible referral partners. Post at least once each week.

## This is just the start...

It looks too simple, doesn't it?

It is simple, but it works. As I mentioned, I have had many clients pass the multiple million pound turnover point by simply executing three of the four parts of this plan, but they execute them consistently and relentlessly.

They don't start the plan and then get distracted or allow the day to day challenges of running a law firm to get in the way.

They get the plan started, then outsource as much of it as they possibly can to ensure that it works with or without them. For more 'meat on the bones' of how to build out your plan, implement it, manage it, run your vital Key Performance Indicators and consistently grow your law firm, my book, The Law Firm Growth Formula shows you precisely what you need to do and applies to all service based businesses.

Click the link below to view it on Amazon now:

<https://amzn.to/36zZ66S>

If you have any questions, I am here to help.

*Nick*

