Welcome to Gimbal's Free Webinar

How to Create a Lead-Generating PDF

Write-it-yourself Worksheets

BUILDING MORE PRODUCTIVE AND PROFITABLE LEGAL PRACTICES

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Your website is like Tinder...

and a good lead magnet will get you to your second date!

What is it?

A lead generator (also called a lead magnet) is an irresistible resource that you give away in exchange for an email address.

It can be anything that solves a problem for your ideal client.

Types of Lead Generators

- eBook or White Paper
- Checklist or Guide
- Template or Standard Form
- Quiz or Assessment
- Pre-recorded course or video
- Webinar or other event

What lead generator are you using right now in your practice?

_____

_____

_____

_____

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Key Things An Effective Lead Generator Must Do:

- Position you as _____
- Stake your _____
- Qualify your audience
- Create trust by _____
- Create reciprocity
- Grab attention with a _____

Does your existing lead generator do all six of these things?

_____

Six Sections of an Effective Lead Generator:

Starting Point - Identify Your Target Audience:

Who is your ideal client?

_____
_____
_____

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Section 1 - Catchy Title

Section 2 - The Problem You're Solving

List a few potential problems you could solve with this lead generator. Then pick the one that you can answer quickly, while delivering real value to your potential clients.

Possible Problems:

The Winner (the ONE problem you'll focus on solving in your Lead Generator):

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Section 3 - Empathy & Authority

Empathy Statement:

Authority Statement:

Section 4 - Main Content

This is where you provide your valuable content: a checklist, a template, a guide, or other information that solves the problem for your potential client.

Ideas:

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Section 5 - The Successful Future

Include a short paragraph on the benefits your potential clients will enjoy when they work with you. Paint a picture of a future where they've taken the advice you've given and solved their problem.

Ideas:

Section 6 - The Call to Action

What do you want your potential clients to do immediately after they finish reading (or watching) your lead generator?

Call to action:

Information they need (numbers, links, other?):

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Your Next Steps

1 **Write your lead generator (or tweak an existing one) using the framework you've just learned**

2 **Apply to join Practice Accelerator Coaching now**
[www.practice-accelerator.com]

3 **Participate in the monthly coaching sessions**

4 **Be more profitable, without working so hard**

Special Bonus!

Join Practice Accelerator in the next three days and get a professional review of your lead magnet & coaching on how to use it!

- ★ Once you've completed registration, send your lead magnet by email to david@gimbalcanada.com. It can be a lead magnet you're already using or one you write based on today's training
- ★ We'll **review your lead magnet and have a 30-minute coaching call** to give you detailed feedback and advise you on the best ways to use your lead magnet to market your practice

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Your presenters

Karen Dunn Skinner is Gimbal's co-founder and CEO. She's a Lean Six Sigma Black Belt and an attorney with over 18 years of experience practicing law in Canada and Europe. She combines her deep understanding of the legal industry with her training in Lean Six Sigma to provide practical solutions to the competitive and budgetary pressures on practitioners and clients alike.

Karen's work adapting Lean to the legal industry has made her a recognized leader in legal practice innovation. She is Global Advisor (Legal Process Improvement) to the International Institute of Legal Project Management (the IILPM), and sits on the IILPM's Advisory Committee, guiding the development of legal project management and process improvement around the world.

Karen was a member of the Quebec Bar for over 20 years.

David Skinner is a co-founder and the President of Gimbal, and a Lean Six Sigma coach with over 20 years experience practicing law. David spent more than a decade in large, international law firms in Canada, Europe, and the UK, and the second half of his career in-house in venture capital and as GC of a public biopharma company.

David combines his deep understanding of the practice of law with the perspective he gained as a client, to help lawyers improve their practice, performance, and profitability. He is Global Advisor (Legal Process Improvement) to the IILPM, and helps shape the international development of courses and programs teaching process improvement in the legal industry.

David was a member of the Quebec Bar for 25 years, and remains a member of the Bars of Massachusetts and New York.

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When you graduated from law school, what did you imagine your future would look like? You probably didn't imagine putting in crazy hours, working weekends, and skipping vacations year after year…but that's how it often turns out.

Why? Because no one teaches us how to build a business.

When your law practice doesn't run like an efficient business, everyone wastes time and effort. *There never seems to be enough time.* People feel overwhelmed and stressed. They're more likely to burn out. And that hurts your bottom line.

We do **four things** to significantly **improve productivity and profitability** in law firms and legal departments:

1. We optimize legal processes,
2. We create strong business operating systems,
3. We improve time management by teaching everyone to delegate effectively, and
4. We upgrade writing and communication skills.

We do these four things in three ways: through courses, coaching, and consulting.

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