

A concise marketing blueprint for success

The 7-Day Digital Tune-Up for Lawyers

Your Law Firm's Digital Foundation, Fixed in 7 Days.

Before you invest in growth tools, make sure your digital foundation is solid. This quick-start guide gives your firm clarity, visibility, and confidence.

You'll walk away with:

- A clear view of your online presence
- Simple actions to boost credibility fast
- The insight to decide if your current setup can truly compete





Agenda

What you'll get in this 7-Day Digital Tune-Up

Seven pillars for seven days:

1. Google Business Profile
2. Facebook & LinkedIn
3. Website Health
4. Local SEO Wins
5. Reputation Pulse
6. Know Your Numbers
7. (optional) Clarity Call

By the end of the week, you'll know exactly where you stand, and why firms use a system like TrueVoice to keep it running.

The Why

Why Most Law Firms Leak Leads (and Don't Know It)

Breakdown:

- Outdated or unverified Google Business listings.
- Dormant Facebook or LinkedIn pages.
- Website not ranking or mobile-ready.
- Reviews ignored or inconsistent.

Mini insight: It's not that lawyers don't care about marketing, it's that they've never had a system that speaks their language.

Let's get your firm seen, trusted, and ready for growth.
Because the law doesn't sell itself, clarity does.



Day 1: Google Business Profile

**Strategies to grow
without financial
investment**

Verify listing

Log into Google Business Profile → verify your firm by phone, email, or postcard. Verified profiles appear higher in local search and map results.

Add practice areas, hours, photos, and description

List each practice area (e.g., Family Law, Real Estate, Criminal Defence). Add office hours, upload team photos and a 150-word bio using your city + service keywords.

Include booking link

Add a “Book Consultation” button linked to your calendar or contact form so clients can schedule without calling.




DAY 2: Facebook & LinkedIn

Checklist:

- ☐ Create or refresh profiles
- ☐ Add consistent branding
- ☐ Post something real (case win, insight, or article)

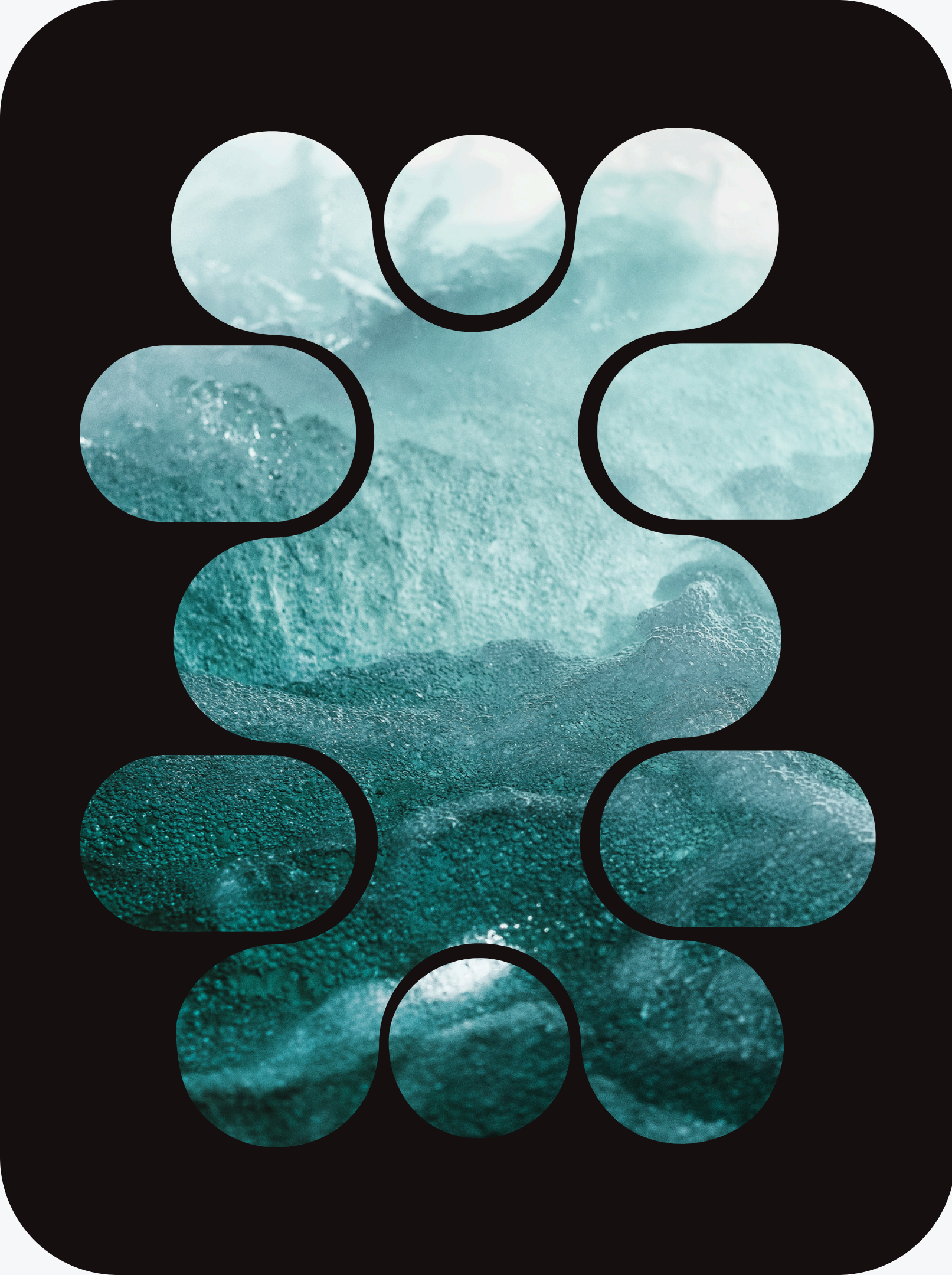
Repeat the last one on a specific day every week. Ideally you need to be posting 1-2 times per week on each platform, and modify the content based on the platform.

Did you know? TrueVoice identifies what tone or language style connects best with your ideal clients based on post engagement data.



**“Marketing is no longer about the stuff
you make, but the stories you tell.
Focus on building meaningful
connections that resonate with your
audience to drive growth and
engagement.”**

– Seth Godin



DAY 3: Website Health Check

Quick diagnostic:

- ☐ Test page speed and mobile responsiveness
- ☐ Check clarity of “services” and “contact”
- ☐ Remove outdated bios or content

DAY 4: Local SEO Quick Wins

Essential elements for business growth and recognition

- ☐ Add firm to 3–5 directories
- ☐ Match NAP (Name, Address, Phone)
- ☐ Get 1–2 client reviews

AMP Brand Strategist insights: A strong brand foundation includes visual identity, credibility, and clarity. These factors ensure consistency and differentiation in the market, helping businesses establish their unique presence and connect with their target audience effectively.



DAY 5: Online Reputation Pulse

**Don't get emotional, get
focused and strategic.**

Search your name and firm.

Share genuine stories that connect with your audience effectively.

Note what shows up, the good the bad & the ugly.

Reach potential customers directly and build valuable relationships.

Reply to reviews with gratitude, not defense.

Collaborate with others to expand your reach and influence.




DAY 6: Know Your Numbers

What gets measured gets managed.

- ☐ Website traffic
- ☐ Call volume
- ☐ Search terms

Integrate analytics with client sentiment to reveal why certain messages drive more calls, not just how many. The above KPIS are a simple list, expand this carefully with relevant KPIS.



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DAY 7: The AMP Clarity Call

**You now know your digital strengths
and gaps.**

- ☐ Ready to take it to the next level?
- ☐ Need a system?
- ☐ Tired of running alone?

**Book Your Free 15 min Strategy Call with one of our
brand strategists. Let's Make Your Firm Seen and
Trusted.**

www.ampvisualmedia.com

The Upgrade: TrueVoice by AMP

Once your foundation is set, TrueVoice becomes your in-house strategist, helping your firm speak in one powerful, consistent voice.

Law Firm Pain Points Solved

- **You sound like everyone else.** TrueVoice defines your firm's unique tone so you stand out in a sea of sameness.
- **Your message isn't landing.** It translates legal complexity into clear, client-winning communication.
- **You don't have time for marketing.** A single 15-minute TrueVoice interview fuels weeks of on-brand posts, articles, and even ads.
- **Your marketing feels scattered.** TrueVoice learns what performs and refines it automatically.
- **You're trusted offline, invisible online.** It syncs your credibility with your digital presence.

True Voice Result: A law firm that looks, sounds, and converts like a leader, consistently, automatically, and authentically.



15 minutes with
TrueVoice = weeks
of on-brand content.



What questions do you have for us?

Let's build your growth system.
Book your free 15-minute strategy chat today.

ampvisualmedia.com/lawyersignup

