

# The Magic of Marketing

If I Can Learn & Implement This,  
So Can You

Jim Hacking  
[www.hackinglawpractice.com](http://www.hackinglawpractice.com)

Stretch Yourself

# Mindset

Carol Dweck

Closed Mindset

Open Mindset

This Would Never  
Work in My Firm

“You are the average  
of the 5 people you  
spend the most time  
with” – Jim Rohn

Get rid of the  
negative influences  
in your life

Why Should I Listen  
To You?

# The Hacking Law Practice, LLC Journey



2008 – Started a New  
Firm from Scratch

Office  
Logo & Letterhead  
Website  
Telephone  
Yellow Pages Ad

Personal Injury

Employment

Civil Rights

Wills & Trusts

Immigration

Static Website  
Generic Content  
Nothing Special

# 2007 – Firm Website



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Home

## Practice Areas

[Home](#)  
[Immigration Law](#)  
[Jones Act Law](#)  
[Injury Law](#)  
[Criminal Law](#)  
[Business Law](#)

## Jones Act Law

*Aggressively protecting the  
rights of Maritime workers.*

## St Louis Law Firm | Hacking Law Practice, LLC



The Hacking Law Practice, LLC is a full service law firm providing legal services to numerous individuals and businesses in the greater St Louis, Missouri area. St Louis **attorney Jim Hacking** has extensive experience in immigration, criminal defense, personal injury, Jones Act, and commercial litigation. Licensed in both Missouri and Illinois courts, Jim Hacking has more than 13 years of experience representing people and small businesses in a wide range of legal practice

### Get Directions

Please enter your address below.

Address:

City:

State:

The Struggle Was Real

Couldn't Find Clients

Had No Message

Financial Rollercoaster

Long Hours with Little Progress

Adela and I

# Great Legal Marketing & Foster Web Marketing

# My Marketing Education



# Always Be Learning

Podcasts

Books

Blogs

# Podcasts

I Love Marketing  
More Cheese, Less Whiskers  
Ask Gary Vee  
Smart Passive Income  
Tim Ferriss  
Divorce Discourse  
Maximum Lawyer

# Books

The Emyth Revisited

The 4 Hour Work Week

Jab, Jab, Jab, Right Hook

Tribes

Power of a System

Anything by Dan Kennedy

# Blogs

Smart Passive Income

The Lawyerist

Divorce Discourse

Seth Godin

Always Be  
Marketing

- Lee Rosen

# Short Attention Spans

One Word  
Immigration

The Riches Are  
In the Niches

# Building Blocks of Marketing



# 1. Lead Capture System

Last 100 people to contact you?

# Need a CRM database

Excel

Constant Contact

MailChimp

Aweber

Infusionsoft

## 2. Flagship Email

Every Week  
Don't Be Boring  
Don't Be Cookie-  
Cutter

Practice Area News

Family News

Office News

Funny Things

# Talk to One Person People Do Respond

I feel like I belong to your family



Danl <dfredmon@gmail.com> —

Jan 10 ☆



to me ▾

Hi dear Jim, I always read your weekly e mail info. you share with you and I feel so honored of that. When I read about how much you like "star war" movies since you were a kid I feel "WOOW" how nice you share that with me because I like that too . And today in the morning I read about your son who has the same name like my dad had "Ibrahim" was soooooo wonderful to take a part of that information

**Ibrahim the Lawyer**

**It feels like I was reading about my favorite nephew .**

That e mail made my day ,thank you so much.

My best wishes to your wonderful family.

# 3. Vibrant Website

Call to Action  
Answer Questions  
Not Like Everyone Else

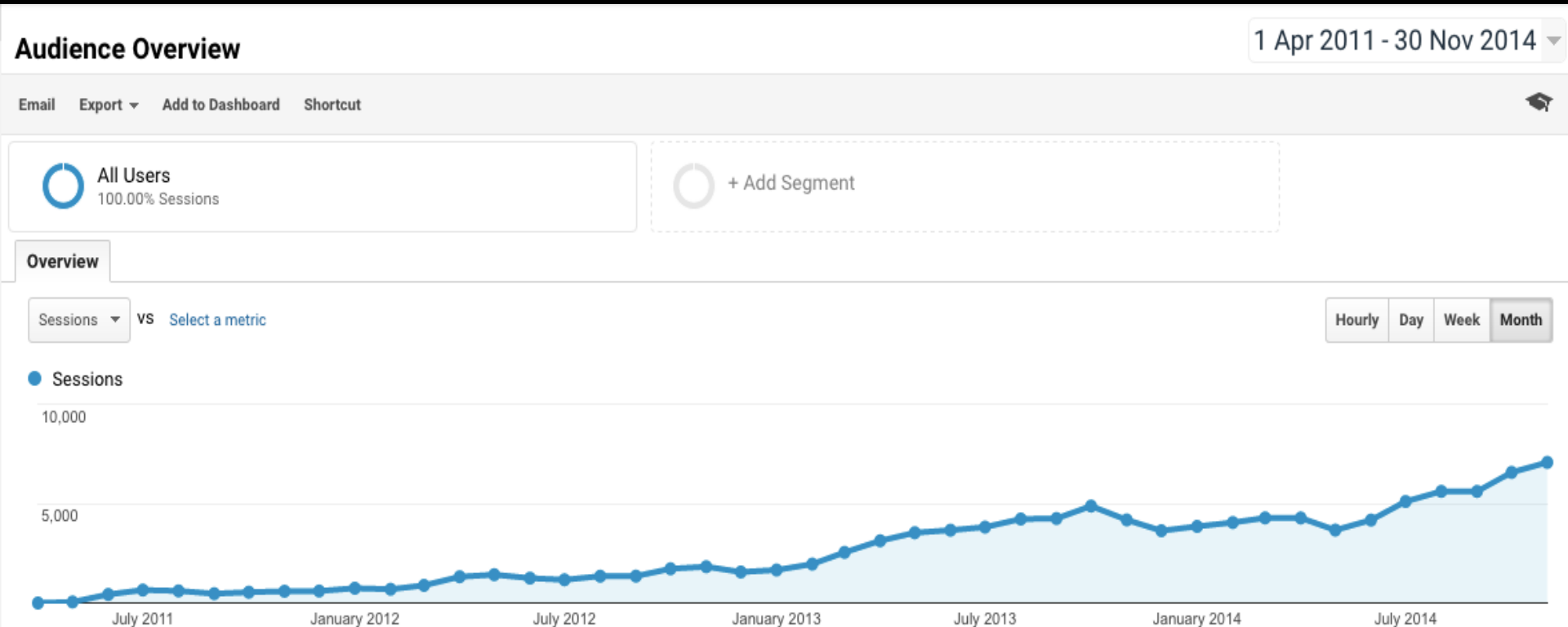


Beware Paid SEO

Regularly Add Content



# Website Stats



## 4. YouTube

# Video Equipment

HD Camera - \$400

Green Screen - \$30

Lighting - \$200

Stand & Mike - \$60

# Video Editing

## Adobe Premier Pro

## Outsourcing

[rev.com](http://rev.com)

# YouTube Channel

837 subscribers

276,029 views

Video Manager



## IMMIGRATION 101

*With Jim Hacking*



www.hackinlawpractice.com



Jim Hacking

View as: Yourself



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6 tools for your comments

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+ Add channels

### Popular channels



Dr. Sandra Lee (aka ...

Subscribe



CrazyRussianHacker

### What to watch next



What Happens if I Need to Cancel My Immigration Interview?



#### The I601 Bait and Switch

by Jim Hacking

66 views 1 month ago



#### Three Main Questions for an R1 Religious Visa

by Jim Hacking

41 views 1 month ago



#### Does Mandamus Only Work in Delayed Citizenship Cases?

by Jim Hacking

54 views 1 month ago



# YouTube Stats

837 Subscribers

275,612 Views

659,130 Minutes

Avg. View = 2:20

981 Shares

Angelo - Deportation

# 5. Twitter

## (Plus Meet Edgar)

Twitter is all about  
conversations

Connect to  
thought leaders

Build tribe

Retweets

1200 followers  
1 at a time

Meetedgar.com

# 5. Facebook



Everyone is on FB

But how to stand  
out?

# Facebook Ads

Highly targeted

Retargeting

Pay to Play

# Facebook

## Lookalike Users

## Facebook Group

## 273 Members

# 6. Online Reviews

Avvo  
Google

# 7. The Future

Podcast  
Webinars  
Live-Streaming

# Success

3 Attorneys

1 Paralegal

1 Office Administrator

Revenue \$80,000 in 2008

\$550,000 in 2016



# Lessons Learned

It's not about you

Keep it simple

One channel at a time

Understand where every \$\$ is going

Quality content is king

Have fun!

# Questions

Jim Hacking

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