



SMARTER WILL™

THE SMARTERWILL™ PROGRAM

POWERED BY THE DIRECTLAW VIRTUAL LAW FIRM PLATFORM



GOALS

- Expand your brand online.
- Differentiate your firm from the competition.
- Capture new clients and new sources of revenue online.
- Serve existing clients more effectively.
- Generate new, in-office business from your SmarterWill Web site.
- Compete more effectively against LegalZoom and other online, non-lawyer estate planning document providers.

THE IMPORTANCE OF YOUR WEB SITE

Outbound vs. Inbound Marketing

The Internet has changed the dynamics of the business world. For decades, law firms have used “outbound” marketing techniques such print advertising, yellow pages, and radio advertising where marketers push out a message far and wide hope that it resonates with a few individuals. These outbound marketing methods are becoming less and less effective for two reasons:

- People are getting better at blocking out interruption-based marketing messages.
- The average person is inundated with thousands of outbound marketing interruptions per day and is figuring out more creative ways to block them out, including caller ID, spam filtering, and on-demand TV and radio.

The Internet presents quick and easy ways for consumers to learn and shop.

Today, consumers are going to the Internet to start their purchasing process. In order to remain competitive, businesses need to utilize “inbound” marketing techniques to “get found” by consumers searching for their products and services online.

Outbound Marketing is OUT

- telemarketing, tradeshow, direct mail, e-mail blasts, print ads, TV/radio ads
- Interruption

Inbound Marketing is IN

- search engine marketing and pay-per-click (SEO & PPC), blogging, social media
- Permission Marketing is **IN**.

GETTING FOUND ON THE NET

Your website is the most important marketing tool that you have.

SMARTERWILL WEB SITE TEMPLATE

- Developed by Tony Perrelli, a Chicago-based Estate Planning Attorney.
- See: <http://www.smarterwill.com>
- Represents a \$200,000 investment in design and content development.
- Tested by focus groups.
- Search engine optimized.
- Powered by the DirectLaw Virtual Law Firm Platform.
- Ready for national distribution and syndication together with the SmarterWill Customer Portal which is designed to generate traffic to individual SmarterWill law firms.



Attorney Reviewed by Hedeker & Perrelli, Ltd.

Client Login - Log Out

Questions? Ask Live Help

Keyword Search

Search

Home

Wills & Powers of Attorney

How It Works

Why Smarter Will

Why You Need a Will

News & Blog

About Us

Contact Us



Get It Done Today.

Even with our attorney review process, we offer wills at a fraction of the time and cost of consulting an attorney face-to-face.

[Start Your Will](#)

5 Steps to a Smarter Will

- Register**
Choose a document and register.
- Complete Forms**
Fill out the forms related to your document.
- Checkout**
Purchase and submit forms.
- Receive Attorney Review**
Our attorneys will confirm your wishes.
- Receive Document for Signature**
Document finished and ready for signature.

ELIGIBILITY REQUIREMENTS

Attorneys participating in the SmarterWill Program must meet the following requirements:

- Must have a physical office and devote part of their practice to estate planning.
- Be in practice at least two (2) years;
- Never had their license to practice law in any state or any other professional certification revoked, suspended in any way, and have no pending actions related to being licensed to practice law in any state; and has not been subject to any disciplinary review action by any state bar within the last ten years.
- Never been denied a license to practice law within the past fifteen (15) years.
- Never been convicted of or pled guilty to any criminal charges.
- Never been a party to any malpractice lawsuits that have reached final disposition and resulted in any payment to a plaintiff during the past ten (10) years.
- No personal or business bankruptcies in the last ten (10) years.
- Carry at least \$100,000 per claim and \$300,000 in the aggregate per year in professional liability insurance.

PRICING

- **Web Site Development Fee -- \$1,495.00.** This fee is to customize the SmarterWill template for your firm.
- **Monthly Subscription Fee -- \$299/month** (solo) plus \$50 per additional attorney/month up to four (4). Firms in excess of four (4) attorneys, call for a quote. No extra charge for paralegals or other support staff.
- 12-month minimum term.
- Visit DirectLaw.com for included features & benefits of *DirectLaw Complete* which powers the SmarterWill Web sites.

WHAT'S INCLUDED

- SEO Optimized Web Site based on the SmarterWill.com template.
- You will operate under your own law firm domain, but the site will carry the SmarterWill branding.
- The DirectLaw Complete version of DirectLaw's Virtual Law Firm Platform.
- Estate Planning Library of Automated Legal Documents.
- Training and Technical Support.
- Marketing Training and Support Services.
- Free Listing in Consumer Portal Site.
- Exclusive Territory.

EXCLUSIVITY CONCEPT

- Exclusive Territory of approximately 1 million in population.
- Exclusive in the county where you practice.
- For each additional 500,000 in population there is a \$100/month charge, no matter how large the law firm.
- Exclusivity relates to the SmarterWill Program only, as there may be other law firms using the DirectLaw Platform in your area in other practice areas, and there may be some law firms offering estate planning documents (where contracts were signed before the SmarterWill Program was available).
- Territories are assigned on a first-come, first-served basis after approval.

MARKETING SUPPORT AND TRAINING

- Creation of one (1) Google, Bing and Yahoo Pay-Per-Click Ad Campaign with selection of appropriate keywords and creation of associated ad text.
- Insertion in the Google Places Program.
- Creation of one (1) landing page and one (1) e-mail lead nurturing campaign.
- Assistance in creating a Twitter Profile, AVVO Profile and a LinkedIn Profile.
- Access to our Webinar Training Program in how to market your law practice online.

MARKETING AND SUPPORT TRAINING

Participation in a series of marketing webinars designed to enhance your capacity to do online marketing:

- The “In-Bound” Marketing Concept.
- Creating Great Content: How to be Found on Google.
- How to Edit Your WordPress Web Site.
- How to Use Your Blog to Generate Traffic.
- How to create your own pay-per-click marketing campaigns.
- Lead nurturing campaigns and landing pages.
- Facebook and social media marketing.
- How to Get the Most from Your Google Places Listing.

MORE INFORMATION

- If you haven't done so already, go to the Web page below to express your interest in the SmarterWill Program. Indicate on the form the territory that you are interested in. Territories are assigned on a first-come, first-served basis after approval.

<http://info.directlaw.com/smarterwill/>

Contact Information:

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