



KJ STRATEGY
GROUP

MARKETING LIKE A

LAW FIRM OWNER

NOT A LAWYER

*A practical guide to building a marketing system
that drives real clients—not just leads.*



THE REAL PROBLEM

Lawyers spend thousands every month on marketing... while wondering why revenue still feels unpredictable. Most firms think they are struggling with marketing because of **bad ads**.

But the reality is they're struggling because they're thinking about marketing **the wrong way**.

You can **generate** leads.

You can **drive** traffic.

You can even **lower your cost** per click.

And still... not grow your firm.

Why?

Because most lawyers approach marketing like lawyers—**not like business owners**.

They focus on activity instead of **outcomes**.

They rely on reports instead of **results**.

They measure success in leads instead of **retained clients**.

If your marketing reports look good, but your revenue doesn't reflect it—you don't have a marketing problem. **You have a system problem**.

This eBook will show you how to fix that.



CHAPTERS

A **step-by-step breakdown** of how successful law firms shift from chasing leads to building a complete marketing system that consistently converts prospects into high-value clients.

1

THE LAWYER MINDSET VS THE OWNER MINDSET

Why growth starts with thinking like a business owner—not just a practitioner.

2

WHY LEADS DON'T EQUAL CLIENTS

Understanding the gap between generating leads and actually signing cases.

3

THE LAW FIRM MARKETING FUNNEL

A complete breakdown of the stages that turn attention into revenue.

4

SPEAK LIKE YOUR CLIENT (NOT LIKE A LAWYER)

How using the right language directly impacts conversions and trust.

5

STOP OPTIMIZING FOR METRICS THAT DON'T MATTER

Focus on the numbers that actually drive revenue—not vanity metrics.

6

THE INTAKE PROBLEM

Why intake is your biggest bottleneck—and how to fix it.

7

HOW SMART FIRMS ALLOCATE THEIR MARKETING BUDGET

Where to invest for sustainable, scalable growth across all channels.

8

BUILDING A MARKETING SYSTEM

How to create a system that consistently turns marketing into results.

9

WHAT LAW FIRM OWNERS SHOULD BE DOING DIFFERENTLY

The key responsibilities that drive real business growth.

CHAPTER 01

THE LAWYER MINDSET VS THE OWNER MINDSET

Why growth starts with thinking like a business owner—not just a practitioner.

CHAPTER 01

The biggest difference between struggling firms and growing firms isn't budget.

It's **mindset**.

The Lawyer Mindset



- “How many leads did we get?”
- Focused on cost per lead
- Delegates marketing completely
- Makes decisions based on short-term results
- Blames platforms, agencies, or “bad leads”

- “How many clients did we sign?”
- Focused on revenue and ROI
- Understands the full client journey
- Builds systems, not campaigns
- Takes ownership of results

The Owner Mindset



The shift is simple—**but powerful**.

Stop thinking like someone running ads.
Start thinking like someone building a business.

CHAPTER 02

WHY LEADS DON'T EQUAL CLIENTS

Understanding the gap between generating leads and actually signing cases.

CHAPTER 02

A **Lead** is not a result.

It's just an **opportunity.**

MOST LAW FIRMS ASSUME

More **Leads**



More **Clients**

BUT IN REALITY

Leads **don't answer** the phone

Leads **don't show up** to consultations

Leads **don't automatically** retain your firm

THERE'S A GAP BETWEEN

Lead

Consultation

Retained Client

And that gap is where most firms **lose money.**

WHERE THINGS BREAK DOWN

- Calls not answered
- Slow response times
- Poor intake conversations
- No follow-up system
- Unqualified leads being generated

In this case, **marketing doesn't fail.** The system around it does.

CHAPTER

03

THE LAW FIRM MARKETING FUNNEL (THAT ACTUALLY MATTERS)

A complete breakdown of the stages that turn attention into revenue.

CHAPTER 03

Most law firms think **marketing ends** when the phone rings.

In reality, that's where the **real work begins**.



The firms that win **don't just** generate leads—they **control** what happens after the **click**.

CHAPTER 03

THE REAL LAW FIRM FUNNEL



THE REALITY MOST FIRMS MISS

You **don't have** a lead gen problem...
You **have** a funnel leakage problem.



WHERE MOST FIRMS GO WRONG

THEY OPTIMIZE

- Ads
- Cost per lead
- Landing pages

BUT IGNORE

- Intake performance
- Call handling
- Conversion to retained clients

The firms that win don't just generate demand—
they **convert** it.

CHAPTER 04

SPEAK LIKE YOUR CLIENT (NOT LIKE A LAWYER)

How using the right language directly impacts conversions and trust.

CHAPTER 4

One of the most overlooked problems in law firm marketing **isn't strategy...**

It's **language** 

Quite often, lawyers communicate using **legal terms.**

But clients **don't search, think, or speak** that way.

They **describe**  problems—not legal definitions.

THE DISCONNECT

Lawyers say:



- "Pre-Trial Intervention"
- "Expungement"
- "Domestic Violence Restraining Order"

Clients search for:

- "First time offense help"
- "Can I clear my criminal record?"
- "How do I get a restraining order removed?"



WHY THIS MATTERS

If your marketing uses the **wrong language:**

Your ads **won't match** search intent

Your website **won't resonate**

Your conversion rates will **drop**

Your intake calls will feel **disconnected**

You're not just competing on **visibility**—you're competing on **understanding.**

WHERE THIS SHOWS UP IN YOUR FUNNEL

This isn't just a **copywriting issue**.
It impacts multiple stages:



Attention (Ads & SEO)

If you target only legal terms, you miss how real people search.



Consideration (Website)

If your content feels too technical, prospects won't feel understood.



Conversion (Forms & Calls)

If messaging is unclear, people hesitate to reach out.



Intake (Calls)

If your team speaks like lawyers instead of humans, trust drops instantly.

HOW TO FIX IT

START WITH REAL LANGUAGE

01

Look at:

- Google search terms (Search Query Reports)
- Intake call transcripts
- Client emails and messages

This is your **real keyword list**.

TRANSLATE LEGAL TERMS INTO EVERYDAY LANGUAGE

02

Don't remove legal terms—pair them with plain English.

Example:

- “Pre-Trial Intervention (First-Time Offender Program)”
- “Expungement (Clearing Your Criminal Record)”

WRITE FOR UNDERSTANDING, NOT IMPRESSIVENESS

03

Your goal isn't to sound smart.

It's to make the client feel:

“This firm understands my situation.”

ALIGN MARKETING + INTAKE LANGUAGE

04

Your ads, website, and intake team should all sound consistent.

If your ad says **“first-time offense help”**

but your intake team says **“pre-trial intervention eligibility”...**

You create friction.

Key Insight:

The firms that win don't just explain the law.
They mirror the client's reality.

CHAPTER 05

STOP OPTIMIZING FOR METRICS THAT DON'T MATTER

Focus on the numbers that actually drive revenue—not vanity metrics.

CHAPTER 05

Marketing platforms are designed to **show you activity**—not **business performance**.

You'll see:

Clicks

Impressions

CTR

Conversions

Cost per conversion

But **none of these** tell you if your firm is actually growing.

THE METRICS THAT ACTUALLY MATTER

- Cost per retained client
- Return on ad spend
- Revenue per channel
- Case value by source

If you're not tracking these, you're making decisions **blindly**.

HOW TO FIX THIS

Integrate your marketing with your CRM:

 Clio

 LeadDocket

 Lawmatics

 HubSpot



What gets **measured properly** gets **optimized properly**.

CHAPTER 06

THE INTAKE PROBLEM (YOUR BIGGEST GROWTH BOTTLENECK)

Why intake is your biggest bottleneck—and how to fix it.

CHAPTER 06

You **don't have** a **lead problem**.

You **have** an **intake problem**.

Most law firms lose more revenue at intake than anywhere else in the funnel.

COMMON ISSUES



Calls going **unanswered**



Inconsistent messaging



No structured intake process



No follow-up after initial contact

WHAT TOP FIRMS DO DIFFERENTLY

Answer calls **immediately**

Use **trained** intake specialists

Follow a consistent script (but keep it natural)

Implement structured follow-up (calls, texts, emails)

SPEED MATTERS

The **faster** you respond, the **higher** your conversion rate.

A **delay** of even **10–15 minutes** can significantly reduce your chances of signing a client.

Every missed call is a missed case.

Missing just 3 qualified calls/week could represent over \$250,000/year in lost case value.

CHAPTER 07

HOW SMART FIRMS ALLOCATE THEIR MARKETING BUDGET

Where to invest for sustainable, scalable growth across all channels.

CHAPTER 07

Many firms put **too much pressure** on one channel
—usually **Google Search**.

While it's powerful, it can also be:

- ✗ **Expensive**
- ✗ **Competitive**
- ✗ **Limited in scale**

SMART FIRMS DIVERSIFY

They invest across:

HIGH INTENT (LEAD GENERATION)

- Search Ads (LSAs, Google Ads, Microsoft Ads)
- Local SEO & AEO

MID FUNNEL

- Social Media Ads
- Video Ads

TOP OF FUNNEL (AWARENESS)

- Display Advertising
- Digital Out-of-Home (DOOH)
- Connected TV (CTV)

WHY THIS MATTERS

Not every potential client is ready to search today.

Some are:

Researching

Comparing options

Not even sure they need a lawyer yet

The firms that win **stay visible at every stage**—not just at the moment of search.

CHAPTER 08

BUILDING A MARKETING SYSTEM

How to create a system that consistently turns marketing into results.

CHAPTER 08

Running ads is **not a strategy**.

A system is.

WHAT A REAL MARKETING SYSTEM INCLUDES



Tracking Infrastructure

Website tracking + CRM integration



Clear KPIs

Revenue-focused metrics, not just leads



Feedback Loop

Intake data informing marketing decisions



Ongoing Optimization

Based on real outcomes, not assumptions

THE KEY SHIFT

FROM

“How are our ads performing?”

TO

“How is our business performing as a result of marketing?”

CHAPTER 09

BUILDING A MARKETING SYSTEM

How to create a system that consistently turns marketing into results.

CHAPTER 09

YOU AREN'T RUNNING ADS. YOU'RE BUILDING A REVENUE ENGINE.

The firms that dominate the next decade won't just be the best lawyers. They'll be the firms with the best systems.



SYSTEMS TURN ATTENTION INTO REVENUE



WHAT GROWTH-FOCUSED FIRMS PRIORITIZE



1. REVENUE VISIBILITY

Know exactly where signed cases and revenue are coming from.



2. PIPELINE PERFORMANCE

Track every stage between lead, consultation, and retained client.



3. INTAKE EXCELLENCE

Speed, empathy, follow-up, and qualification drive growth.



4. STRATEGIC BUDGET ALLOCATION

Invest based on revenue contribution - not assumptions.



5. OPERATIONAL ACCOUNTABILITY

Ensure marketing, intake, and sales work as one system.



WHAT HOLDS FIRMS BACK



1. CHASING VANITY METRICS

Clicks and impressions don't pay the bills. Signed cases do.



2. REACTIVE DECISION-MAKING

Changing strategy every month destroys momentum.



3. DISCONNECTED INTAKE & MARKETING

If your intake process breaks, your ROI breaks with it.



4. SHORT-TERM THINKING

Strong brands and predictable growth compound over time.



5. TREATING MARKETING LIKE A VENDOR TASK

Growth happens when leadership owns the system.



THE REAL SHIFT

Instead of asking:

"How are our ads performing?"



Winning firms ask:

"How efficiently does our system turn attention into revenue?"

WINNING FIRMS:



Think like operators



Build systems, not campaigns



Align marketing + intake



Optimize for retained clients



Measure revenue - not activity



Improve continuously



THE BEST LAW FIRMS DON'T JUST GENERATE LEADS. THEY BUILD SYSTEMS THAT SCALE.

Predictable growth happens when strategy, intake, operations, and leadership work together.



WANT TO KNOW EXACTLY
WHERE YOUR FIRM STANDS?

TAKE OUR

LAW FIRM DIGITAL
HEALTH ASSESSMENT



AND DISCOVER:

- **Understanding** your numbers (leads, clients, revenue)
- **Reviewing** pipeline performance
- **Improving** intake processes
- **Allocating** budget strategically
- **Holding** teams accountable