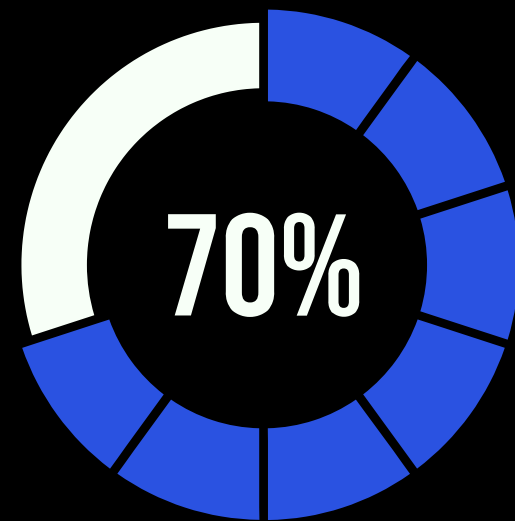


# Lead Generation and Outbound Strategies for Law Firms

A Quick Introduction to What We Do



# The Current Market

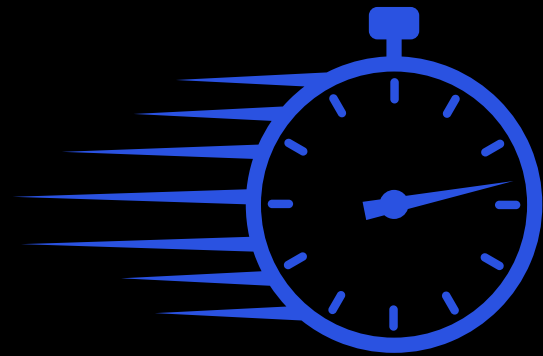


of attorneys today spend time qualifying leads in addition to casework, yet most believe that their firm has **wasted money on low ROI market campaigns** in the past year.

**This costs firms an average of 64 clients and over a million dollars a year.**

*At AQLeads, we understand that traditional methods of client acquisition and retention are an integral part of firms, and do not wish to replace such methods. We simply want to complement this process through new outbound strategies that save you time and money.*

# Solving Pain Points



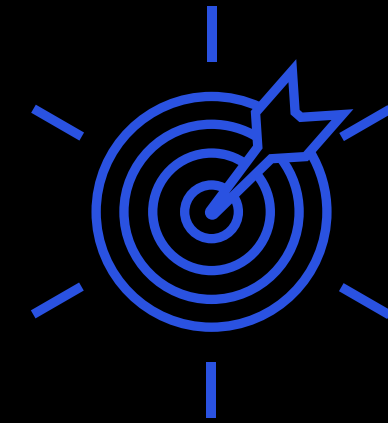
## TIME

We set up the system that allows us to find thousands of qualified leads for you, an outbound strategy to interest these leads, so that you end up with meetings in your calendar. All you have to do is close the deal.



## BUDGET

We believe in our system, and our pricing is primarily based on commission. While we do charge a one-time startup fee, we are confident that we can get you where we need to be. Thus, we offer a **full refund after 90 days** if you are not satisfied.



## NICHE

You might be thinking that your services are too niche to benefit from this strategy. That's probably not the case. We begin by understanding your firm and ideal client profile, then use comprehensive databases to find and qualify potential leads.

# How does it work?

1

## IDENTIFY YOUR IDEAL CLIENT AND FIND A LOOKALIKE LEAD LIST

We use a variety of scraping tools to scrape a large volume of leads that fit your ICP. We then verify these leads to ensure that they will be valuable to you.

2

## BUILD AN OMNI OUTBOUND MACHINE

We optimize outreach by configuring DNS through domain purchases and email workspaces. Integrated into advanced outbound software, this setup automates engagement with thousands of qualified prospects. A one-time setup ensures ongoing, hassle-free effectiveness in our outreach strategy.

3

## LAUNCH CAMPAIGNS

Leveraging your ICP, we create a targeted campaign with a compelling message. Our automated follow-up process cultivates relationships to boost your conversion rate. The outcome? Qualified, interested clients securing meetings directly on your calendar.

4

## REFINE, OPTIMIZE & SCALE

After launching campaigns, we meticulously track performance to identify successful approaches and areas for improvement to ensure maximum revenue generation. At this stage, you may also want to expand outreach to LinkedIn, Google, and Twitter, which we are happy to assist you with.



## Ready to get started?

Whether you're fully convinced yet or not, book a no-commitment call with us to determine if your firm can benefit from our services. We won't push you into signing on at this stage – *we simply want to understand your needs and answer any questions you may have.*

[Book a call](#)