

Non-Stuffy Attorneys®
Law Firm Marketing

# 6-STEPS TO GENERATE $300K+ FROM SOCIAL POSTING

NonstuffyAttorneys.com

# Why Social Media?

Social media is a powerful, cost-free tool to grow your legal practice. Here's why it works:

- **Instant:** Connect with potential clients in real-time.
- **Free:** No advertising budget required.
- **Wide-Spreading:** Reach a broad audience quickly.
- **Long-Lasting:** Content stays online, working for you 24/7.
- Credibility: Build trust by showcasing expertise.
- **Personal Connection:** Let the public get to know you.

# atCause Law Office's Story

atCause Law Office, first to use the Non-Stuffy Attorneys brand, started in May 2020 from a home office in Clearwater, Florida.

By 2025, they grew to over 25 full-time employees with a projected revenue of $5M.

Their secret?

Leveraging content driven social media and email campaigns to generate leads without paid ads.

In the following pages, you will discover the steps atCause Law Office took to put this plan into action.

# TikTok: The Main Platform

From 2024-2025, their TikTok strategy delivered:

- 224 website visits
- 98 consultations
- 73 direct visits to their YouTube channel

This translated to significant revenue:

- 98 consultations with a 35% close rate = 34 closed sales
- Average estate plan: $6,000
- Direct TikTok revenue: $204,000
- Additional website conversions (38% of 224 visits): $180,000
- Total Estimated Revenue: $384,000

# The Not-So-Secret Sauce

Follow these steps to replicate our success:

1. Film and post short videos on TikTok.
2. Share videos to YouTube, Instagram, Facebook, X, and LinkedIn using automation software.
3. Download video transcripts from YouTube.
4. Use AI (e.g., ChatGPT) to turn transcripts into blog articles.
5. Post blogs to your website for SEO benefits.
6. Embed YouTube videos in emails to your list.
7. Repeat daily! 

# The Do’s

- Create short videos (2–5 minutes).
- Share helpful, easy-to-understand content.
- Be authentic and unique.
- Film daily (5–10 minutes) with simple tools like a phone and a cheap light.
- Explain concepts as if talking to a 15-year-old.
- Tell stories and provide real examples.
- Include a call-to-action at the video’s end.

# The Don’ts ✖

- Spend excessive time filming or editing.
- Worry about your appearance.
- Directly ask viewers to hire you.
- Use complex legal jargon.
- Get discouraged by low follower counts.

# What to Film

Create content that answers common questions:

- “What is [legal term]?”
- “How to [solve a legal issue]?”
- “What does [term] mean?”
- Share client stories (with permission) and real examples.
- Reply to comments and questions with new videos.

Check out these TikTok profiles for inspiration: @thenonstuffyattorney and @mortellarolaw.

# Tips for Success

- **Titles:** Keep them short and engaging.
- **Hashtags:** Use 2–3 relevant ones per post.
- **Emails:** Write mysterious subject lines to boost open rates.
- **Tech:** If you're not tech-savvy, hire help.

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# How Non-Stuffy Attorneys Can Help

### Marketing Services

Supercharge your firm's growth with tailored solutions for attorneys: Paid Ads, SEO, & website development.

### Mastermind for Growth

Connect with experienced, successful lawyers who've scaled their firms. Share insights, tackle challenges, and accelerate your growth.

### Non-Stuffy Attorneys Licensing

Want to stand out and generate more leads? Our licensing program lets you become a Non-Stuffy Attorney, branding your firm with our fresh, relatable approach that resonates with clients.

## Start Today!

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