



AMERICAN
BANKRUPTCY
INSTITUTE

2021 Consumer Practice Extravaganza

Marketing Your Practice

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Mastering Marketing

Some Things Never Change: Others...

Jay Fleischman Cathy Moran CPEX21

Understand the Basics

Marketing is

The systematic process of stimulating demand on the part of the people who will benefit from your services

This is accomplished by

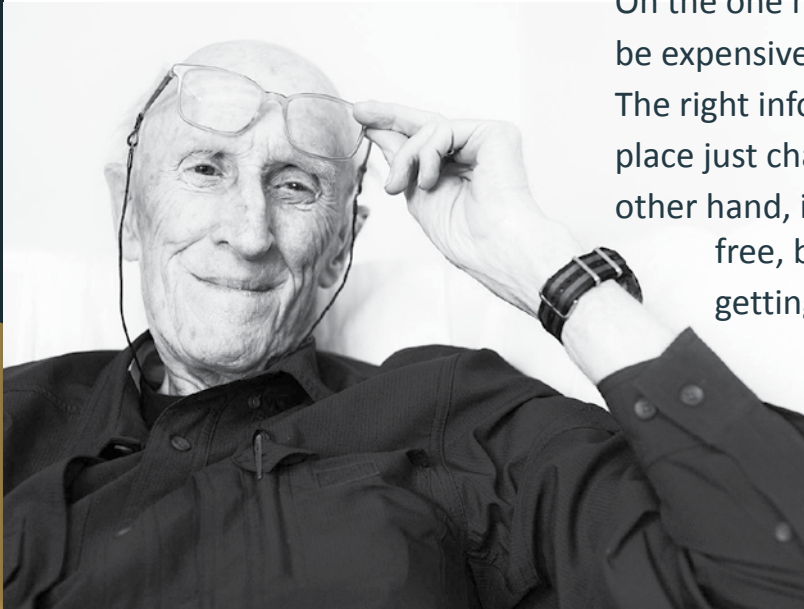
consistently and clearly educating people on the benefits that your service can provide to them.

Marketing is NOT

advertising or selling to people who will not benefit from working with you. It does not involve demanding, cajoling, or tricking people.

Advertising and overt selling

are privileges conferred by the market only after proving your expertise, value, and ethics.



On the one hand information wants to be expensive, because it's so valuable. The right information in the right place just changes your life. On the other hand, information wants to be free, because the cost of getting it out is getting lower and lower all the time. So you have these two fighting against each other.

- *Stewart Brand*

Who is your target client?

Where is your ideal client to be found

Most Popular Apps 2020 (United States)

App	Downloads 2020
TikTok	89 million
Zoom	81 million
Instagram	62 million
Messenger	61 million
Facebook	53 million
Cash App	52 million
Snapchat	51 million
Disney+	45 million
WhatsApp	45 million
Netflix	45 million

Source: [Appetopia](#)

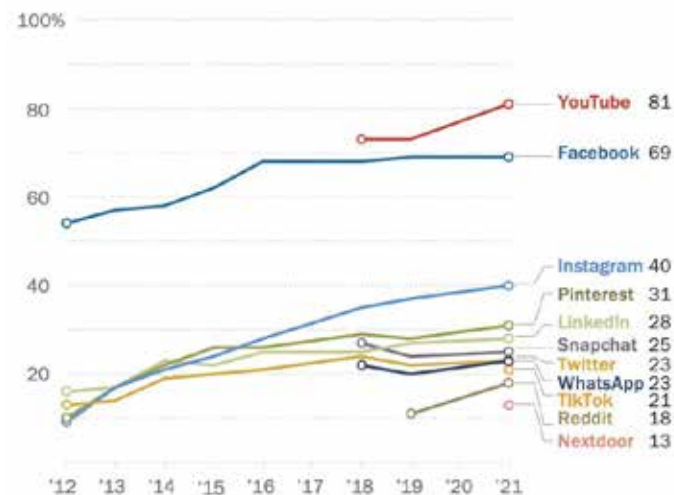
Most Popular Websites in the United States

September 2021

Source: [SimilarWeb.com](https://www.similarweb.com)

Rank	Website
1	google.com
2	youtube.com
3	facebook.com
4	amazon.com
5	yahoo.com
6	twitter.com
7	wikipedia.org
8	instagram.com
9	reddit.com
10	discord.com

U.S. Social Media Usage (2021)



Source: [PEW RESEARCH CENTER](https://www.pewresearch.org)
Survey of US adults conducted Jan 25-Feb 8, 2021

They're here

Most popular apps	https://bit.ly/3GKe7D1
Most visited sites	https://bit.ly/3BH4Fwy
Social media usage-US	https://bit.ly/3EAlSK4

And in other people's networks

Market to other professionals with networks

- [Every attorney](#)
- [Litigators](#)
- [Family lawyers](#)
- [Tax Professionals](#)
- [Realtors](#)



What do you say to prospective client



How to deliver your message

Content Must Be

- Useful
- Authoritative
- Scannable
- Accessible

300 Words

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now. When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, my friend, when darkness overspreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing, Oh, would I could describe these conceptions, could impress upon paper all that is living so full and warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God! O my friend

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I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream;

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Subheading

I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream;

2nd Subhead

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3rd Subhead

and then, my friend, when darkness overspreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing,

Oh, would I could describe these conceptions, could impress upon paper all that is living so full and warm within me, that it might be

Catchy Headline



A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

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Multipurpose Your Content

Use content across platforms, mediums, audiences

Slice & dice content

Tools

Platform	WordPress	https://wordpress.com/
SEO	Yoast	https://yoast.com/
Tracking	Google Analytics	https://bit.ly/3nITzST
Image format	Web Resizer	http://webresizer.com/resizer/
Images	Creative Commons search	https://bit.ly/3EyAv0f
On camera	Looking good on Zoom	https://bit.ly/3watnEH



Getting better at content

CopyBlogger	https://copyblogger.com/
ProBlogger	https://bit.ly/3w6rHMe
Usability	<u>https://bit.ly/3bqUDoM</u>
Content across multiple platforms	https://bit.ly/2ZRar8r

Why should the prospect choose you

Faculty

Jay Fleischman is a managing attorney with Shaev & Fleischman, P.C. in New York and has been a lawyer for more than 25 years, focusing his practice on consumer bankruptcy. He is licensed to practice in New York and California. From 2012 until 2018, he helped to build and run The Student Loan Law Workshop, the first and largest training ground for attorneys seeking to learn how to help their clients with educational debts. He personally trained more than 300 attorneys in the field of student loan law during that time, putting them in a position to help borrowers and their families. Mr. Fleischman was the first lawyer in New York to get the U.S. Bankruptcy Court to rule that a creditor's refusal to update a credit report after bankruptcy to show the debt as being discharged and having a \$0 balance is a violation of the U.S. Bankruptcy Code. He is also the host of the critically acclaimed "Student Loan Show," and is quoted frequently by the media on matters concerning educational debt and consumer credit in general. Mr. Fleischman received his B.A. in economics from Binghamton University and his J.D. *cum laude* from the State University of New York at Buffalo Law School, and he is a 2021 graduate of the Student Loan Law Workshop.

Cathleen C. Moran is a practitioner with the Moran Law Group in Redwood City, Calif., and has practiced bankruptcy law on the San Francisco Peninsula for more than four decades. She is a bankruptcy specialist, certified by the California State Bar Board of Legal Specialization, and served as a member of the state bar's Bankruptcy Law Advisory Board. Ms. Moran pioneered the use of the internet to explain bankruptcy to the public starting in 1998 with BankruptcyinBrief.com. She currently writes BankruptcySoapbox.com and BankruptcyMastery.com. A longtime member of the National Association of Consumer Bankruptcy Attorneys, Ms. Moran currently serves on the board of The NACTT Academy for Consumer Bankruptcy Education. She received her J.D. from the University of California, Hastings, College of the Law.