



Maximizing the new SAO client acquisition strategy

*A Step-by-Step Guide to
Dominating Google's New
Human AI to Grow Your Law
Firm*

**Tuesday
November 1, 2021**

(rescheduled from 10/12/21)

Program: 9:00 - 10:00 a.m

Location

Online Only

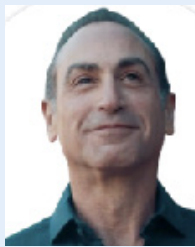
Cost

FREE for BASF Members
\$30 Others

Event Code

G211615D

Speaker



Gary Musler
Big Mouth Marketing

*Gary is the founder and CEO of Big Mouth Marketing, one of the country's leading law firm marketing agencies working exclusively with qualified attorneys to achieve their organization and income goal. Gary is a frequent featured speaker for bar associations, focusing on how to improve operations and exponentially grow revenue. In his latest book, *The Super Attorney*, he details the exact step-by-step process for growing your law firm faster than you thought possible. When not working, he's reading, cycling, swimming, running, hiking, or resistance and mobility training.*

In this seminar, you will learn how to stay ahead of Google's Artificial Intelligence to help you grow your law firm, and how to be Proactive rather than Reactive to those changes.

Google is changing. We know the "secret sauce" to staying ahead of those changes.

By making just minor tweaks to your current data collection (about law firm prospects), you can organically stay ahead of any of Google's changes.

We are going to share the terms that the average law firm prospect uses when searching for an attorney on Google.

Topics

- Human Influencer #1: Reciprocity
- Human Influencer #2: Scarcity
- Human Influencer #3: Authority
- Human Influencer #4: Consistency
- Human Influencer #5: Liking/Affinity

Note: Big Mouth Marketing and The Bar Association of San Francisco are not affiliated.

Register online: www.sfbar.org/calendar