

LAWLAW.APP

SOCIAL MEDIA MARKETING GUIDE

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Introduction

This part of the guide is here to assist your creative process. It is based on the Social Media principles outlined in the book, *Day Trading Attention - How to Actually Build Brands and Sales in the New Social Media World* by Gary Vaynerchuk. We encourage you to purchase the book and use the page numbers outlined below to educate yourself with picture examples, QR codes and more.

1. Straight -to-Camera Selfie Video (pg. 127)

Content doesn't have to be fancy -- look into the front facing camera of your phone and record a video about what you are selling.

- add captions, audio, hashtags.
- research the topic on social media search.

(a) LawLaw Example: Title: -- [Friendly Reminder] Top of video title

Script: "Hi everyone, just a friendly reminder, that now more than ever, you need a will and a trust! If you think you're too young, think again.... I get it; you don't have the time, you don't have the money, you don't want a lawyer involved... Well today with Ai, you can make a will for \$29 and get a trust that saves your family money! Seriously.... who would take care of your kids if something happens to you? Do you want your family stuck in Probate court arguing over your assets! Check out the link to see how you can protect yourself and your family!"

--Text in post [Let me share my secret] #LawLaw #Will #Trust #SaveMoney

(b) Example 2: [Personal Story] Title: (pop up text)

Script: "Look guys this is [crazy]... My grandma didn't have a will or trust and I had no idea how the process worked... I thought I'd inherit her famous molasses cookie recipe... and her good mixer. I miss those cookies. But listen, after she passed, my whole family was stuck in probate court! It literally took 2 years for all her stuff to be sorted by a judge! It cost so much money. That's why I'm telling you, you need a will and trust!"

- Make a follow up post about how you found the solution -- LawLaw
- Make an authentic post that's personal and ask followers or your audience to reply with their probate horror stories

2. Mascot Driven (pg. 130)

Use a mascot to tell the story: face filter effect on TikTok called "eyes & mouth" over a document with a fun caption/title.

(a) LawLaw Example: "Eyes & Mouth" over document (Trust) with title [When everyone else is wasting money and your like..] or [Let the document do the talking for you]

Script: "I'm not just a will. I'm a PowerTrust. I'm kinda like the overly protective girlfriend. I don't want nobody taking my stuff! yea I see you over there... Probate court.. yea! I got your back!"

(b) LawLaw Example 2: "Guru Document"

Script: "Ask me any question about probate, wills, trusts and I'll call you out by name in a video and give you a prize!"
#PYT Power Your Trust!

-Reply by video to comments with your discount code

3. Strategic Reposts (pg 134)

Repost or share content from LawLaw accounts across platforms. Check to see which posts have the highest engagement or would resonant with your audience.

- Create "One Day..." posts of "When you realize..." posts.
- Search trending phrases on platforms
-->Next thing you know (Jordan Davis Song)

(a) LawLaw Example: Caption Title [Next thing you know...]

Images of moments in life: weddings, home buy, kids, old age.

"Live in those moments." "Leave the protection of your family to us."

(b) LawLaw Example 2: Repost [Coach Primes] Sanders pg 136 and tell your followers to get serious about life.

-Find quotes from celebrities about wills and trusts.

4. Real Life Backgrounds (pg 136)

Use image generators to make your own "Billboard" images in real life. A billboard in Times Square that says: "You can't give your life more time, so give the time you have left more life!" "Give what you have to those you love most." LawLaw

5. Street Interviews (pg. 139)

One of the easiest and best ways to promote your product. Get a fake (or real) microphone and interview people. You can stage it, but make sure it looks natural.

LawLaw Example: Start with a question like "What do you do for a living?"

"Do you prefer to rent or own a house?"

"Do you have a trust fund?" "Why not?"

"To expensive? What if I told you we could get you one right now for less then \$200?"

6. Modern Commercials (pg. 141)

Get creative and if you have the resources create a full scale commercial that doesn't feel like a commercial, but rather, an episode.

LawLaw Example: Twins

One is the good twin, the other is the bad twin (lic plate bad twin). They are competitive and one is the favorite, but we're not sure who will get the estate, that is why each of them are encouraging their parents to do the will and trust process with them.... One finally

shows LawLaw and how easy it is... but then the other twin ends the episode with "Ok, you've won this round." "To Be Continued.."

--Get creative

7. Lenses and Filters (pg 142)

Get creative here to create an alternate personality using a lens and discuss your knowledge of a will and PowerTrust. Use the aging filter to create a video of you older speaking to your younger self, or as a baby speaking to your older self.

8. Listicles (pg. 143)

Videos or photo posts with Top 5 reasons...

(a) LawLaw Example: Top 5 Types of People Who Need a Trust:

1. CryptoBros
2. Social Media Influencers
3. Boss Moms and Dads
4. Real Estate Pros
5. You!

Look getting a will and a trust isn't hard, you can get one at LawLaw.app for \$199 and use my code _____ at checkout for a discount! #LawLaw #EstatePlanning

(b) LawLaw Example 2: Top 5 Reasons Nurses Need a PowerTrust!

1. Because you care about people, especially your family
2. Because you work like 300 hours a week and don't have time
3. Because you own a home and other thing that you want to protect
4. Because you see things that happen unexpectedly to people everyday
5. Because you never want there to be a question of what you want for your kids

Let's make sure you and your family are protected and cared for. Get a PowerTrust and as a thank you to nurses, get 10% off by using the promo code "Thanks".

(c) LawLaw Example 3: Top 5 Reasons Police Officers and Firefighters Need a PowerTrust!

1. Because you care about people, especially your family
2. Because you work hard to protect people, but you need protection too!
3. Because you own a home and other things that are important to your family
4. You see things that happen unexpectedly to people everyday
5. You don't take a day for granted and always want your family to be protected

You've protected us, now let LawLaw protect you and your family. Get a PowerTrust and as a thank you, get 10% off by using promo code "Thanks".

9. Content With Multiple Actions (pg. 146)

Create videos doing multiple things.

(a) LawLaw Example: Record yourself going through the LawLaw website and creating a PowerTrust, while explaining what you are doing and talk about yourself.

(b) LawLaw Example 2: use caution when participating in a dangerous activity, if you do for example, skydive, motocross, boxing, etc. you can incorporate LawLaw messaging into the pre or post activity message.

(c) LawLaw Example 3: "Brushing up on... Asset protection options" (pg. 147) Brushing teeth while talking about the importance of a PowerTrust.

10. Surprise & Delight (pg 148)

Giveaways!

(a) LawLaw Example: "1. Follow LawLaw. 2. Like this video. 3. Tag 3 friends in the comments for a chance to win a 3 karat tennis bracelet heirloom."

(b) LawLaw Example 2: "1. Follow LawLaw. 2. Like this video. 3. Tag 3 friends in the comments for a chance to win a free PowerTrust."

11. Testing Product Concepts (pg. 150)

Review based on the product or get family and friends to make a review video/testimonial.

(a) LawLaw Example: "Check this out guys, I'm about to get a will and trust on this site called 'LawLaw.' Let's see how it works... Wow! This is pretty simple! (Answer questions)(pay) That's it in less than 10 minutes and for \$199, I've got a will and a trust! Use promo code _____ for 10% off."

(b) LawLaw Example 2: "Hey everyone, I checked out this site savemyfamilymoney.com to get free advice on how to setup a will and trust... They recommended LawLaw.app. I went through a few other sites and I can tell you LawLaw was really the best... Other sites were expensive and confusing. Never mind calling a lawyer and trying to set up an appointment. LawLaw even offers free professional support."

12. Memes (pg. 152)

Using memes to relate to certain cohorts.

(a) LawLaw Example: Pictures from the movie "Knives Out" with meme captions like: "When your rich uncle leaves the empire to the nurse."

StarWars scene of Vader and Luke Skywalker with caption: "When your dad tells you you've been cut out of the will."

Scenes from HBO's "Succession" with captions like: "When your competing against your siblings for control of the business empire."

13. Pop-culture Crossovers (pg. 152)

LawLaw Example: Photo of Elon Musk on post and you in a video of photo with caption: "Me asking Elon Musk to put me in his will." #DaddyMuskBucks #LawLaw #GetYourWill

14. User Generated Content (UGC) (pg. 154)

This can be a "challenge."

(a) LawLaw Example: "What will you leave your pet... Challenge" Make a video with your pet and let us know what you'd leave your pet in your will!" Example: "I am making sure Mr. Whiskers gets the vacation house in Martha's Vineyard... Sorry Chad."

15. Skits (pg 156)

You can use face filter/lenses to act out different characters or just be a character. You can include friends in the skits.

16. Lead Gen Promos (pg. 158)

Add a hook to get clicks.

(a) LawLaw Example: 3 Tips to creating generational wealth. Visit LawLaw.app for more tips.

17. Green Screen (pg. 159)

Use the green screen effect on TikTok and Instagram to create a video.

(a) LawLaw Example: Use green screen with LawLaw app and the process in the background while you give your opinion of instructions on how to create a PowerTrust.

(b) LawLaw Example 2: Green screen an article about LawLaw or savemyfamily money.com and discuss this great tip you have on how to save money.

18. Asking Questions to Gain Insights (pg. 161)

Create surveys/polls using survey features on X, LinkedIn and other social media sites.

(a) LawLaw Example: #QuestionoftheWeek "Do you have a will? Yes or No?"

(b) LawLaw Example 2: #NeedYourOpinion "Who should I leave my house to in my will? Fluffy, My Child, charity?"

(c) LawLaw Example 3: [you pick] Caption (pg. 163)

Life A: Married, 3 kids, decent house, 70k a year

Life B: Single, no kids, 100k a year, nice car

Both Lives Need a PowerTrust!

19. In-Person Event Promo (pg. 163)

For advanced Reps. who want to have an in-person meet and greet at a coffee shop, event space, bar/restaurant, conference space, etc.. You can promote an event and invite people on social media to attend. Make it fun or about networking or educational.

LawLaw Example: LawLaw presents [your name], the #1 Estate Planning coach in [your area] this [date] at [place & time]. [your name] will provide a 10 minute discussion about the 3 ways you can grow generational wealth! Followed by Networking! Stop by and enjoy a coffee after work and get to know [your name]. RSVP to [phone#] or DM.

20. Text over Visual Background (pg. 167)

A simple post of a great visual with enticing text over the image.

LawLaw Example: Photo or video of a swaying palm tree with the text: "Life's good with LawLaw."

21. Visualizing Info (pg. 168)

Always make the message as easy to understand or relate to. Use visuals and then record or post text that uses those visuals to communicate your message. Provide advice to your audience.

LawLaw Example: "5 Ways to Prepare for Your Passing" [viral headline]

-write out the 5 ways

1. Live everyday as its your best day
2. Hold your family and friends close
3. Work hard, be honest and always be thankful
4. Look back with joy and look forward with curiosity
5. Leave a legacy and protect your family with a PowerTrust

22. Using a Product, Incorrectly (or in a different way) (pg. 169)

Even if its a digital product or experience, this can be useful. Provide examples of alternative ways to use the products.

LawLaw Example: "Whoa, here's a hack I found to get a "trust." Yea... the thing rich people use.. This site uses Ai and for \$199 I set up my own Trust! I guess my kids can say they're trust fund babies.

23. "Did You Know" Posts (pg. 170)

Be specific with your target audience. Imagine moms, or DIYers, firefighters, millennials, etc. scrolling through social media. Grab their attention by calling out their cohort in captions/titles. "I wish more moms knew...." This headline captures a mom's attention.

(a) LawLaw Example: ["I wish more single moms knew..."] (caption)
(Message Audio) "I wish more moms knew that you need to have a will that explains who the guardian of their children would be if anything happens to them! Single moms already have so much on their plate... This site LawLaw.app really cares about moms... In ten minutes, you can have a will that protects your kids for \$29! You can upgrade to a trust and make sure your assets go to the kids without probate fees! #thingsmomsneedtoknow #singlemoms."

(b) LawLaw Example 2: [Every firefighter spouse needs to know...] (caption)
(Message) "It's so important that the spouse of anyone in a dangerous job, like firefighting, talks to their hero about a trust and will... But it's hard... We know, that's why this site, LawLaw.app, makes it simple and not awkward. Just 10 minutes, 9 questions and \$199 protects your family from probate court. LawLaw wants to thank heroes by offering promo code "Hero" at checkout for a 10% off discount."

(c) LawLaw Example 3: [I wish more parents knew...](caption)
(Message) "Parents are always trying to save money and plan... Parents are great at planning trips to Disney and saving the money to make the experience magical! Parents are awesome at saving money for their kid's tuition. But when it comes to planning for when they are older, over 60% of parents don't plan properly. Lets review what happens when they don't.

"If you don't create a will AND trust, then your kids will be stuck in court while a judge and probate lawyers decide what happens to your home and other assets!

"Don't let that happen to your family. For more info visit savemyfamilymoney.com or get a will and trust package for \$199 in 10 minutes from LawLaw.app. Use my promo code _____ for a 10% discount today!"

24. In-App Creators Templates (pg. 172)

Remember those photos with inspirational quotes on your high school walls? You can use in-app templates to create text or photo based quotes related to what you are marketing.

(a) LawLaw Example: The goal is to build generational wealth for my kids, kids, and their kids... LawLaw.app does that!

(b) LawLaw Example 2: Step 1 - Get a PowerTrust
Step 2- Build Generational Wealth!
LawLaw.app

(c) LawLaw Example 3: Become a Trust Fund Baby
LawLaw.app

25. GIFs (pg. 173)

Moving images: create your own or use the GIF marketplace on your phone.

LawLaw Example: Search topics like "lawyer" "wills" "trusts" "trust fund" "Ai" or movies like "Knives Out" to create GIFs that include a message.

26. Carousels (pg. 174)

These posts have multiple "Tiles" that the audience can swipe through. Take some time to create the post properly and add words like "swipe" with an arrow, this call-to-action will increase engagement and maximize the reach of your carousel.

(a) LawLaw Example: Caption [How to build generational wealth] photo of success like a nice home or family on vacation [swipe -->] to find out next tile [create a PowerTrust] [build family wealth by creating a trust fund] #wealth #generationalwealth #LawLaw.app.

*Notice the "Airport Dad" topic and the "Friend that plans everything" topic on social media, these fit with the LawLaw message of being prepared.

(b) LawLaw Example 2: "The friend that makes reservations wayyy in advance." "Now I can be the friend that's prepares with my trust." (Add a personal touch to the above message.) Let this begin as an inside joke among your friends. We all know someone who is constantly prepared.

*Carousel posts work great for Top 5 lists as well!

(c) LawLaw Example 3: "5 Things That Made Us Smile This Week"

Tile #1: A young couple had their 1st child. Tile #2: This mom boss started her own business. Tile #3: This family bought their 1st home. Tile #4: This young man just got his 1st car! Tile #5: This grandmother travelled 1200 miles to see her grandson's graduation. Tile #6: Life's full of smiles... LawLaw helps keep your family smiling.

(d) LawLaw Example 4: "Why Millennial Parents Need a PowerTrust"

Tile #1: 60% of Americans don't have a will or trust. Tile #2: Some have just a will, but that is not enough. Tile #3: Baby Boomers and Gen X will transfer the most wealth ever. Tile #4: Without a trust your kids will have to go through Probate court costing them \$\$\$\$. Tile #5: There's a better way: A PowerTrust from LawLaw for \$499. Tile #6: PowerTrust avoids probate and protects your kids!

(e) LawLaw Example 5: "Why Millennials are NOT too young for a will and trust!"

Tile #1: People think you need to be old to have a will. Tile #2: They also think you need to be super rich for a trust. Tile #3: They're wrong! You can protect yourself today! Tile #4: you're probably thinking it's too expensive to get a will & trust. Tile #5: You're right, it usually is! Tile #6: But with LawLaw you can DIY it for \$29-\$199.

27. Text Posts (pg. 178)

These are basic text posts on Facebook or LinkedIn or short text on X. These are not as engaging but can be informational. "This vs. That" format works well for text based.

LawLaw Example: LawLaw vs. Estate Planning Lawyers

1. LawLaw is DIY in 10 mins, Estate Planning Lawyers are BlahBlah in weeks or months.
2. LawLaw is from your couch, Estate Planning Lawyers are trying to find a parking spot at their office and a time slot to meet.
3. LawLaw is Ai legal document generation, Estate Planning Lawyers are like dial-up in the 90's.
4. LawLaw is affordable and accessible to all, Estate Planning Lawyers are suits and ties , big bills and obsolete.
5. LawLaw docs range from; \$29 to \$999, Estate Planning Lawyers start at \$1999 to \$15k for the same documents!
6. No wonder LawLaw is the #1 estate Planning document generator according to savemyfamilymoney.com

28. throwback Content (pg. 179)

Post nostalgic pics on days with the hashtag #ThrowbackThursday or #FlashbackFriday.

(a) LawLaw Example: Post a photo of yourself from youth, maybe Highschool, with the caption: "It was all a dream" incorporate your hopes and dreams about your success and how important generational wealth is to your plan.

(b) LawLaw Example 2: you could post a photo or video of you as a child with your parents or grandparents, thanking them for achieving the American Dream.

29. Quick Takes & Opinions (pg. 180)

Build trust by giving honest opinion or advice.

(a) LawLaw Example: Create a video rating trust and will sites or lawyers. Use savemyfamilymoney.com as a reference guide to rate LawLaw's competitors.

(b) LawLaw Example 2: Position yourself as an "Estate Planning Coach" with videos of objects that your clients have or can put in their will or trust and pass to their loved ones, probate free.

(c) LawLaw Example 3: Film a video with the title/caption "Estate Plan Advice," point out a car, ring, home, boat, Nikes, heirloom, secret recipe, etc. and provide your audience with advice on how to make sure the objects are passed down to the next generation!

30. Incentivizing Engagement (pg. 183)

Add calls-to-action (CtA) on any post you make. use tiles, Instagram stories and other native social media features to encourage your audience to "tap to go forward" for a discount or prize.

(a) LawLaw example: Tile #1: Photo of a gift box with (CtA) "tap to Open". Tile #2: Photo of a watch/tennis bracelet "Place your valuables in your will! 10% off code [use your promo code]."

(b) LawLaw Example 2: More advanced: Offer a prize to 1 lucky client who buys their PowerTrust using your promo code. Prize could be a cash prize, item, gift card, etc..

(c) LawLaw Example 3: Ask users to "heart" or "like" your comments on other posts. Find content related to wills and trusts or pre-nups and comment on the post. Comments like "Love this post, I really think LawLaw.app can help, like this comment or DM me for more info." You should also comment and reply to comments on all your posts to increase the posts engagement.

31. Reaction Videos (pg. 185)

These videos appear to be natural and spontaneous, use features like green screen or duets to react to videos.

(a) LawLaw Example: Find videos of probate court and react to the video. Maybe a sibling is left out of the will and give your audience advice.

(b) LawLaw Example 2: Go through the LawLaw site and create your PowerTrust with a crazy reaction to how easy and affordable it is.

(c) LawLaw Example 3: Film yourself asking your child the questions that LawLaw asks and fill out the questions... Film the child's reaction to getting x% of your assets or who their legal guardian would be.. make it fun.

32. Podcast Clips (pg. 187)

Find experts in the field you're marketing and splice podcasts that relate to your topic. Give them credit and tag them. Be sure to thank them.

LawLaw Example: Search for videos on YouTube or social media from famous people or experts talking about wills or trusts, especially their own, and take the best clips to create a video or montage of the importance of a PowerTrust.

33. Authentic Partnerships (pg. 188)

Find influencers, experts, nonprofits, and businesses to partner with. You could even give them a portion of your commission to incentivize them to co-promote your code, product or service.

(a) LawLaw Example: Partner with an influencer to promote LawLaw or to create the content in their guide and compensate them by paying them 10% of your commission.

(b) LawLaw Example 2: Partner with a local non-profit to promote your code and donate 10% of all sales to their cause. Leverage their contacts, followers, supporters to purchase a PowerTrust and as a bonus support their cause!

(c) LawLaw Example 3: Partner with a local business, bank, coffee shop, insurance agents, real estate agent. Print a card with your promo code and share your commission with them. Let them create content for their followers.

We have explored 33 social media post formats but be creative. There are plenty of ways to leverage social media to promote LawLaw.

Here are a few [more tips](#), common hashtags and more:

- Common searches on social media: look them up, comment and replicate. "Wills and Trusts" "Wills vs Trusts" "Probate Court" "Probate Horror Stories"
- Hashtags to add to your LawLaw posts: #WillsandTrusts #(hometown) #wisdom #FriendlyReminder #LifeLessons #MoneyHack #LifeHack #Top5 #advice #facts #TrustChallenge #pickone #foryourpage #FYP #life #PowerTrust #LawLaw #DIY #DYK #millennials #moms #bosses #dads #entrepreneur #savemyfamilymoney #whosyourtrustee #trustee #TrustFund #TrustFundBabby
- More Posts and Campaigns:
 - #TrustChallenge or #whosyourtrustee
 - "Who do you trust the most in your life and why?" (caption)
 - Ask your audience to make a video of who they trust and why and then tag that person. Challenge at the end of the video for the viewer to make a video as well. Tell them to tag @LawLawapp pages on the social media site to win a free trust.
 - #Askyourparents (caption)
 - "Mom what are you leaving me in your will?"
 - Encourage your audience to make a video filming a parent and asking them what their leaving in the will. Tag LawLaw for a prize. (LawLaw will provide the prizes) Contact us on LawLaw.app if you want to create a promotional prize.
- How much can your family save?
 - Create a video using the free calculator on LawLaw.app and tell your audience to click your promo link (you'll get a commission if they purchase). Entice your audience by offering to show them how much they'd save with the free calculator.
 - You can also give examples: "Let me explain how much you'd save when you get your inheritance by having a PowerTrust" "Lets say your parents have a 500k house and will leave you 150k in assets for a total estate of \$650k! If they don't have a trust and just a will, or no will, then Probate court decides how and when you get your inheritance... A lawyer will take about \$65k id that and if you cant pay, you could be forced to sell to pay the probate fees! Good news though, use this promo code at LawLaw.app and tell your parents to get a PowerTrust today! forward them this post."
 - Create many different variations of this educational post.

- Throwback Post about your 1st dollar's life journey --> Grow that dollar to many and one day that dollar is old but is in a trust and gets passed down to the next generation and is all fresh again.
 - If you have the skills, you can create a cartoon version of this or just tell the story. The dollar is humanized and represents life's journey.
- Quicktake opinions: underrated/overrated
 - Overrated: Lawyers and Estate Planners
 - Underrated: LawLaw.app and PowerTrusts
- #Heirloom #Leavingthistomy(kid)(best friend)(spouse)(etc.)
 - Ask your audience to post a video of something they are leaving to their (kid). Tell them that the post must tag LawLaw social pages and whichever post gets the most likes in 5 days will win a prized heirloom to leave to their (kid).
- Weird things left in a will.
 - Ask your audience to post about a weird thing left in the will for them or someone they know.
 - Make a tile post of strange objects left in a will.
 - "5 Weird things left in a will"
- Text Posts
 - "A Trust for \$199, yea, LawLaw.app does that"
 - "Lawyers are so yesterday, LawLaw is the future"
 - "A Will for \$29, yea, LawLaw.app does that"
- Poll/Questions
 - 80% of social media viewers don't have a will... Does the data match? Let's see... Do you have a Will? [Yes][No]
- Funny Posts
 - Create a post/video about going to meet a lawyer to create an estate plan.. just the parking alone is more expensive than the plans on LawLaw.app
- Become the Estate Planning Coach/Guru in your area.
 - Get on local radio to talk about your products.
 - Send press releases to your local paper or ask for an interview.
 - Make this your own business and become a local business owner. Attend Chamber of Commerce events or join the Chamber.
 - Get on local podcasts or team up with other professional services like financial planners and real estate agents.
 - Go to local businesses and introduce yourself.

- Interview Style
 - Hit the streets or cafes and ask people to be in a video: "I've got 5 questions, answer them all right to win a prize. If you win everyone who watched wins a prize too!" (Prize is your promo code for 10% off.)(You could even wear a LawLaw t-shirt.)

- Did You Know
 - [Did you know] that your will and trust can only be valid in English when it goes to court? If you speak [Spanish/other language] I can help you create your legally valid will or trust in English. DM me.
 - Language barriers are one of the hurdles so many families experience when protecting their assets. If you speak another language there is a huge opportunity for you to translate the LawLaw questionnaire and provide an English legally valid will or trust to your clients. If you have questions contact us at LawLaw.app.

- Pop-Culture Campaigns
 - Yellowstone: "Protect the Ranch" "Protect your Ranch"
 - Knives Out: "You don't want your family fighting..."
 - Dangerous Activities: Skydiving, Care racing, space exploration

- Captions/Topics (PPL Scrolling)
 - "Life advice you shouldn't ignore"
 - "#1 Tip to save your family money"
 - "savemyfamilymoney.com Check it out"
 - "What's a PowerTrust and why I need one"
 - "I wish I knew more about trust funds"
 - "Are you a Trust Fund baby?"
 - "Lawyer red flags"
 - "Keep watching..."
 - "For all the dads out there"

- Research cohorts
 - Create your target markets. Example: Firefighter, teacher, police unions, moms, single moms, boss moms

- Post in groups
 - Research trusts on sites like Reddit and post in chat groups on these topics. Check out local Facebook groups as well.

- Do your homework and use our resources or create your own.
 - Follow LawLaw's Social Media Accounts and re-post the content.
 - Create your own business cards.

- Use savemyfamilymoney.com as an independent source to compare online document creators.
 - Use the Probate cost calculator to show how much probate will cost a client.
 - Watch videos about trusts, wills, probate, and estate planning to get ideas.
- The ideal post
 - Make sure you use text overlaid on your post, something attention grabbing.
 - Choose the right music if your post includes music.
 - Create short video posts no more than 15 seconds when possible.
 - The first 3 seconds of a TikTok video are the most critical because the video autoplays: Be sure to include the right text over the video and captions

Congratulations! You are now ready to begin generating sales which will become income for you!

Your Rep Program Checklist:

- 1) You have created your LawLaw account and purchased your own PowerTrust
- 2) You have created your LawLaw Rep Account and created your rep code and link
- 3) You have educated yourself on the importance of a will and trust by studying the information on savemyfamilymoney.com and LawLaw.app
- 4) You have learned and practiced your 1 on 1 sales pitch and/or digital sales pitch
- 5) You have made a list of you top 100+ contacts
- 6) You ARE ready to go!

Common Questions:

Q. How often can I get paid? A. You can log into your Rep Portal and track your sales and get paid monthly.

Q. Am I an independent contractor and do I need to sign a contract? A. You are an independent contractor and you do not have to sign a contract. You work at your pace and on your time. You have agreed to the Terms of Service when you signed up.

Q. What about taxes? A. As an independent contractor you are responsible to report and file your own taxes. Speak to a tax professional for more details.

Q. When can I begin selling or posting? A. You can begin the moment you have your rep code and link.

Q. What's the difference between the Rep code and Link? A. Your code is a promo code that your referral or client enters in the promo field at checkout and provides you credit for the sale (Best for shoutouts in videos and in the captions of posts). The link is a link you can share that tracks the transaction and provides you credit for that sale (Best for posts that allow clickable links or in emails, texts and DMs). Both allow a 10% discount for your client and a 50% commission for you.

Q. What if someone does not use my code or link? A. It is important that any referral you make uses your code or link otherwise you will not receive credit.

If you have any other questions chat with us on LawLaw.app.