

Manasota Education: Today success story is from the Nabil one of Nabil's clients William Chapman esquire of [MBK Chapman PC](#) and I just like to read a little bit of background about Mr Chapman.

He was born and raised in Southern California. Mr. Chapman received his BS in business management/finance from Brigham Young University and his JD from Pepperdine University School of Law. After graduating from law school, Mr. Chapman eventually became a named partner at two of Orange County's most respected law firms before deciding to form MBK Chapman with his partner, Michael Kushner.

Mr. Chapman has tried cases before judges and juries in state and federal courts throughout the United States at both the trial court and appellate court levels, where he has won multiple \$10,000,000+ jury verdicts. Mr. Chapman's reputation as one of California's most distinguished trial lawyers led not only to his having been selected to the California Super Lawyers® List every year since 2009, but also to his being designated a "Fellow" of the Litigation Counsel of America, an invitation-only honorary society for trial lawyers composed of less than .5% of American lawyers.

Mr. Chapman's clients have included Fortune 500 companies, for whom he's litigated cases involving real estate, business finance, nutraceuticals, computer software, sales, the automotive and boating industries, and insurance bad faith. Imagine insurance bed safe okay.

Without further ado I turn it over to you, Mr Chapman welcome.

Bill Chapman:

Well, thank you Diane and the veal for inviting me here, I actually enjoyed listening to Sherod and the prior presentation very interesting concept of founders did it correctly.

It sounds like as an outsider and I'm not a banker and I'm not a [SCORE mentor](#), but it sounded to me like the concept is that you guys had SCORE can really help.

His bank with essentially in their due diligence to help mentor these small businesses that are looking for loan, so I applaud you and applaud Sherod and what he's doing so in fact that ties into my presentation because the first question I've had, and I should go back to when I first learned about SCORE was probably.

10 or 15 years ago, maybe more I happen to be at a commerce, he did here in southern California. And I was walking around to the different booths and ran into someone who is from SCORE and when they told me they provide mentoring services from Qualified executives and retired executives at no cost, I thought I heard something wrong because you just don't hear that kind of combination of skills and expertise with no cost or low cost, so I was a little skeptical. But over the years, I've consulted with various mentors from SCORE and I've just been amazed! I have one question that I always like to ask

them I've asked him the same question, and that is why do you do this because I, my experience has been that I've gotten valuable insights and perspectives from experienced executives and retired executives in a variety of topics and it's impressive to me and usually, the answer is something like 'I want to give back, I want to help' and to me that's just a wonderful story that.

Is heartwarming and it's really goes to the bedrock of America, what we are as a country, I think it is the idea of small business growing out of nothing in their backyard or their garage or whatever into something of substance, where they can provide a livelihood for themselves, their family their employees even their business partners, vendors, suppliers and so forth.

So I just think SCORE is the best kept secret in the United States and I try to tell everybody that I meet, who is in business small business individuals that they really ought to look into getting a SCORE mentor so it was about it actually was almost a year and a half ago, I think it was December, we were getting ready to start a new law firm.

As you can see from my haircut I'm not the youngest kid on the block I've been in practice for 40 years but I decided to start a new law firm a new venture with a colleague of mine, a long time calling, and even though I have a fairly good reputation in the legal industry as a lawyer that doesn't always mean that you're a good business person and certainly in law school I don't recall taking any courses on how to run a business, so I sought out, in fact, I should add my wife asked me when I started looking for a SCORE mentor she said well it looks like someone younger than you mentor you why would you do that?

And I explained to her that the concept is that although I'm I have a lot of experience and expertise in my field sometimes that creates a false sense of confidence, where I think I can do anything and I can't and I, a lot of areas that I don't have expertise in so in my particular case, our firm started my partner had developed an area in the field of real estate law, representing individual Homeowners in disputes against their HOA.

And it was a very niche area, but he found that he found a lot of success in doing Google ads and they had a Google ads consultant.

When we started this firm we didn't have anyone, we wanted to use that model in one of our practice areas, so I wanted to find not only Google ads but in general, digital marketing, which was a new area for me my experience was in the old school way of taking people to lunch and joining clubs and developing long term relationships, which is a great model but it's kind of a slow model my litigation clients often once in a lifetime and others, they have a piece of litigation and when it ends I tell him, I hope you never see me again as kind of a joke. I try to stay in touch with them, but they hopefully can stay out of the courthouse because it's not always a profitable place to be.

But anyway, so I was looking for someone with expertise in digital marketing, we were looking for someone specifically in Google ads that area and, as I did my search on the SCORE website, I was amazed and I was looking nationwide because we were in the pandemic and I didn't need someone to sit with in their office it wasn't even possible at that time, so I was looking for the best match that I can find nationwide and the concept again with SCORE one of the concepts that is really impressive to me is.

We ended up hiring a Google ads consultant, but he gets paid by the hour, a lot of Google ads consultants are paid by percentage of the spend and I liked the fact that this particular consultant was willing to work by the hour and not by the amount of money that was spent.

However, there's always a built-in little incentive and in my practice, most of my practices hourly so there's a question that clients often have. If I'm working by the hour is an incentive to me for me to work more hours on their case which is more expensive for them brings more revenue to me, but it may not be the best thing for them. I try to apply my ethical standards and only do work that is necessary for the client and not try to run up the bills.

But I realized I recognize that potential conflict so one of the beauties of or relationship is that you are independent of our paid in this case vendors consultants, or whatever, and the fact that you're independent and not being paid is an incredible resource to me, and I think to any small business person to get that kind of insight, to be able to search the website nationwide and look for an expert.

In the field that you're looking for to me it's analogous to having access to an independent board of directors, when you really can't afford it you're not big enough you don't have the size and the scale to be able to hire a board of directors.

But to have someone outside of your own firm outside of the vendors or consultants you're paying and have someone with that kind of expertise is an incredible resource and incredibly valuable, especially in the startup phase or even as we're now a year out more into it, what we hope is a growth phase. So I see huge value now.

Why did I choose Nabil well a number of factors I was looking for someone I'm because I'm a lawyer and have a lot of education, I obviously look to a person's education, not everybody looking for a mentor is going to have that bias or interest, but obviously Nabil has a bachelor's degree in electrical engineering from Northeastern University and MS from Brown University, an outstanding school, and he has an MBA from Bryant, so I said well this guy's got a lot of education, so I should be able to communicate well with him, he has a broad expertise in digital marketing.

And then, of course, one of the key components is we got out on a zoom call and got to know each other and there was a personality chemistry and fit there so.

That's kind of the process that I went through and why I selected Nabil, or fortunately he selected me, he agreed to act as my mentor.

And again, I had the same question for Nabil as I had have had for other mentors Why are you doing this and Nabil told me, it was he wanted to give back he wanted to help small business owners, like myself, succeed.

So, then, we went on to the subject at hand, which was finding first at Google ads consultant.

Someone to design our website and then some potential other areas of digital marketing, which I should add that Nabil early on, I went back and looked at my notes before this presentation and to be a little was kind of interesting I looked at emails and some notes, I had. You had a lot of great ideas that I didn't catch on to immediately.

And we're now just coming back to some of the advice that Nabil gave us, in fact, one of the things he said is Bill it's great you're doing Google ads and having success with that and he would review the data and I'll get to that in a minute, but he would look at where we were going and the data involved and discuss that but he also said, you need to if you want to do, digital marketing you really should have an SEO campaign as well.

We're finally coming around to that so I'm relaxed realized we're short on time so I'm going to try to condense some of my long winded comments, I am a lawyer so

One of the key is that I liked about Nabil's mentoring his advice and so forth, was he always wanted to and wants to look at the data and measure it he talked about doing A/B testing with the Google ads are testing of any sort of test out your marketing.

Your plans you know put your toe in the water first tested a little bit measure the results and then make a decision, and so Nabil actually came up with a spreadsheet that I put up in a Google sheet that was brilliant and really refined a lot of areas of really data analytics relating to these specifically the Google ads campaign.

For example, we start with cost and I don't know how many of you have expertise in digital marketing and Google ads but I'm just going to tell you from my experience working with Nabil what really worked wonders for us to get an understanding of what was happening with all this money we're spending on Google ads.

We were having success, but I didn't want to wake up one day and have everything caved in and not know what happened. So we start with the cost per click that we spend each month, and the number of clicks that we get and we get a cost per click, which is a pretty standard term in the in the Google ads world, then we, when we look at how many leads we got that month and again compare that or we take the cost of the ads divided by the leads to get a cost per lead.

For each month, we look at this and analyze it on a monthly basis, the next item is the cost per consult, which is the monthly cost of ads divided by the paid consult.

Our business model is people click on a Google ad and then they go through a screening process to find out if they're a match for our firm and then, if they are, we offer them a one hour paid consultation it's not free, because we found that giving away free consultations would fill up our day and we wouldn't have money to pay our bills. We do have a one hour paid consultation and if they go through that consultation and decide to retain us they become a client of the firm.

So anyway, would go through all these metrics that Nabil has helped us develop, including the cost per pre litigation client and now we're working on developing the data and analyzing it to determine the cost for litigation client, which is the next phase.

We're short on time and I'm long winded I'm going to wrap it up and then you have any questions I'd be happy to answer them, but the bottom line of my successful experience with Nabil, is that we have had an incredible year. I started up scared about spending a lot of money and not knowing where it was going but Nabil helped us focus on the data and look at it regularly analyze the data so that we can make intelligent decisions and the other thing that I found that this does is sometimes I tend to want to work on certain tasks that are fun enjoyable. But when I look at the data it reminds me that when I come home at night, my wife's going to want to know where that paycheck is, how the business is doing, and if I'm just doing what I have fun doing it doesn't always work out so well. If I follow the data it, tends to bring success, and then I enjoy that, and my family enjoys that, our employees enjoy it. And so bottom line that's my story of success and I thank all of you for what you're doing, especially Nabil for working with me and the firm here in MBK Chapman.

Manasota Education: We have any questions. What is the of your clients today versus when you were in other practices?

Bill Chapman:

Well that's a really good question and I continue to do business litigation and I have clients actually all over the country but or cases all over the country.

Our clients are pretty much in Orange County and not to be confused with Orange County Florida Orange county California centric.

With the Google ads it tends to be where we're in California and Florida, so we have virtual ops in Florida two lawyers there. We have six lawyers in California, and a physical presence here but it's pretty geographic driven, so Nabil is working with us and encourage us to look at what used to be Google My Business now Google Business Profiles again Nabil has always been ahead of the curve with us, encouraging us and telling us what to look into next.

Manasota Education: Great any other questions. Well, I think not, that was a fabulous presentation Thank you so much bill and continued success and I'm sure that you and Nabil will have many more conversations.

Bill Chapman: Thank you very much.