

Niche Research Worksheet

The whole point of this is to get insights into their niche. We want to find out what services they offer, most profitable services, the types of leads they look for, what they’ve tried, etc.

**Are you currently doing anything for marketing?**

1. **Immigration lawyers 1:** Shawar Law

**ref;** [**https://www.shawarlaw.com/**](https://www.shawarlaw.com/)

**Tel; tel;** +17807566400

**ANSWER; Below conversations was with one of the lawyers working with the law firm**

* They have used multiple Marketing Agencies since 2020 and even presently they have one. Their experience has been good with the one they have so far
* They offer all types of immigration services such as visit, work, study, permanent resident visa, legal help, canadian citizenship and more. The most profitable service to them has been work, visit, study and migration to Canada.
* They sell migration to Canada the most because lots of people all over the world want to travel to Canada and make a better living for themselves and Family.
* They sell mostly the study, work and visit visa
* According to them, what is considered a qualified lead is that which brings in more clients who can close a deal with them at the end of the day.
* They rely both on word of mouth and referrals for probably not all of the leads they have used lately but most. If they are being convince that a particular leads will bring them more success, they go for it
* They would like to generate at most 3 to 4 per month
* Their closing ratio varies as he didn’t disclosed the details.

1. **Immigration lawyers 2:** Gooselaw Immigration

**Ref;** [**https://gooselaw.com/**](https://gooselaw.com/)

**Tel;** +12898720678

**ANSWER; Below conversations was with the owner (lawyer) of the law firm**

* His law firm has never used any Marketing Agency in the past nor now because their clients come to them by themselves. They have been in the business for decades and have built a solid foundation of clients. They also do have lots of companies they have partnered with in the last few years that also direct clients to them
* His law firm offers various types of immigration services such as Family visa, visit, work, study, permanent resident visa, legal help, canadian citizenship and more. The most profitable service to them has been work, visit, study and migration to Canada.
* He sells study, visit, migration to Canada and Canadian citizenship the most because the Companies they partnered with bring them work for foreigners who want to study, work or visit Canada.
* He sell mostly the Family visa, study, work and visit visa
* What is considered a qualified lead , he can’t tell because has never used one before but he sees good leads on the internet these days.
* He is not interested in getting leads now nor in future because he already has more than enough clients. The work is just over load and he doesn’t need help in getting clients
* He doesn’t have any closing ratio on leads and has never bothered to look into that before because he doesn’t need it.

1. **Immigration Lawyers 3:** Vitti Immigration Law

**Ref;** [**https://www.vittiimmigration.com/**](https://www.vittiimmigration.com/)

**Tel;** 18886228653

**ANSWER; Below conversations was with the owner (lawyer) of the law firm**

* His law firm has never used any Marketing Agency in the past. He has other lawyers working with him and they do their leads themselves
* Vitti Immigration Law offers lots of immigration services according to him, such as Family visa, visit, work, study, permanent resident visa, legal help, canadian citizenship and more. The most profitable service to them has been work, visit, study and migration to Canada.
* He sells study, visit, migration to Canada and Canadian citizenship the most because the Companies they partnered with bring them work for foreigners who want to study, work or visit Canada.
* He sell mostly the study, work and visit visa
* For him, what is considered a qualified lead is that which brings more serious clients that are 100% ready for business.
* He is not interested in getting leads now but may be in the future because they generate their own leads and have been getting clients.
* He can’t tell if he can rely on word of mouth or referrals for leads because he will have to evaluate both accordingly if he needs one.
* They always generate at most 5 to 7 leads per month
* Their closing ratio will depend if he has to pay for leads but as for now, he can’t tell much on that.