

Digital Blueprint: Judgment Collection Mentor Program

A Strategic Roadmap for National Expansion

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The Vision



“Turning proven success into national influence.”
Transform a California powerhouse into the nation’s go-to mentorship network for judgment collection attorneys.

Where You Stand Now



Strengths

- Strong California presence
- Proven system and results
- 30 educational videos
- Credibility in legal community

Challenges

- Poor SEO visibility
- Audio/production issues
- No structured mentee funnel
- Limited digital infrastructure

Core Objective



Build a Scalable Mentorship Ecosystem

- Maintain steady judgment intake
- Create a recurring-revenue mentorship model
- Expand to key markets nationwide
- Position MrGrey as industry authority

The Blueprint at a Glance



FOUNDATION → GROWTH → SCALE

SEO + Content | Membership + Funnels | Academy + Network

Phase 1 : Foundation (0–2 Months)

Goal: Visibility • Credibility • Infrastructure

- Website overhaul with dual funnels (Clients / Attorneys)
- SEO keyword optimization + analytics
- Reshoot video library with pro audio & branding
- Scaffold MemberPress portal framework

Phase 2 : Growth (2–6 Months)

Goal: Mentorship Funnel + Market Expansion

Funnel: Awareness (YouTube/LinkedIn) → Consideration (Free Guide) → Conversion (Join Program) → Retention (Community)

Key Actions:

- Portal launch
- Pilot campaigns in 3–5 states
- Automated email nurture

Phase 3 : Scale (6–12+ Months)

Goal: Authority • Network • Longevity

- Launch Judgment Collection Academy
- Build national case referral network
- Secure CLE speaking and podcast presence

Membership Platform Overview

Portal Components:

- Dashboard
- Training Library
- Document Vault
- Forum / Slack group
- Case Assignments

Tagline: “Guided mentorship through real-world cases.”

Content Strategy



Public Content: YouTube • LinkedIn • Blog (awareness)

Private Content: Portal videos + templates + scripts (value)

Tagline: Educate publicly. Train privately.

Technology Stack



WordPress • MemberPress • LearnDash • Vimeo Pro • HubSpot/Clio
Grow • Slack • GA4

Caption: Integrated, secure, and scalable foundation.

Key Performance Goals

Active Mentees: 25 (6 Mo) → 100 (12 Mo)

Monthly Leads: +25% (6 Mo) → +50% (12 Mo)

YouTube Subs: 500 (6 Mo) → 5,000 (12 Mo)

Email List: 500 (6 Mo) → 2,000 (12 Mo)

Roadmap Timeline



Phase 1 → Phase 2 → Phase 3

Globe (SEO) → Funnel (Mentorship) → Trophy (Authority)

Each phase builds momentum for the next.

Next Steps



- 1) Approve scope & Phase 1 timeline
- 2) Begin video reshoots + website build
- 3) Set up membership & CRM
- 4) Deploy SEO + analytics
- 5) Launch mentorship funnel in 60 days

Every great system deserves a great strategy.



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