

David M. Ward, Esq.
The Attorney Marketing Center

31441 Santa Margarita Parkway, Suite 330
Rancho Santa Margarita, CA 92688

Phone (949) 888-2800 • Fax (949) 888-6488
email: david@attorneymarketing.com • <http://www.attorneymarketing.com>

Dear Fellow Attorney,

You recently requested information regarding how you can get more clients and earn more income.

The attached report, entitled **"How To Get More Clients In A Month Than You Now Get All Year!"** tells how I went from broke and desperate to earning over \$300,000 per year and how you can duplicate my success.

It will take you about ten to fifteen minutes to read the entire report. Please take the time to read it carefully. In the report are several marketing ideas you can use in your practice, right now, to start bringing in more business.

Also attached are "Questions & Answers" lawyers frequently ask about the marketing program offered in the report. You'll find some additional information after that, followed by ordering information.

You responded to my ad or came to my web site for a reason. You may be frustrated with the amount of money you're making. Or perhaps you're doing well, but feel you are not achieving your potential.

Unfortunately, being a good lawyer doesn't guarantee success. Without clients -- without enough clients -- even the most talented lawyer will struggle.

Whether you're a new admittee or a thirty-year veteran, in practice for yourself or working for a firm, you can use my Referral Marketing System to attract good clients and increase your income.

Imagine what your life will be like when you can concentrate on what you do best and not have to worry about finding new clients or losing the ones you already have.

If you have any questions, please call me at (800) 361-4724 or (949) 888-2800. If you are curious, or want more information, don't hesitate to call me personally.

I look forward to speaking with you.

Sincerely,

David M. Ward
Attorney at Law

Do You Need More Clients? Read This...

SPECIAL MONEY-MAKING REPORT FOR LAWYERS

**Are You Working Too Hard and Earning Too Little?
Do You Want To Know How To Make More Money?**

In This Special Report I Reveal To You...

**“How To Get More Clients
In A Month Than You Now
Get All Year!”**

**And How You Can Use This Easy, Step-By-Step System To Earn
A High Six-Figure Yearly Income -- 100% Guaranteed**

*“I earn over \$300,000 per year, working just 3 days a week, using a Referral
Marketing System I developed, and I’m convinced any lawyer can duplicate what I’m
doing, once they understand it.” -- David M. Ward, Attorney at Law*

Dear Fellow Attorney,

You’re about to discover a proven, sure-fire way to get more clients and increase your income.

No matter how many new clients you get now, you can now double, triple, or even *quadruple* that number. In fact, I’m going to show you how to get more clients in a month than you now get all year!

And it’s easy once you know the...

**Step-By-Step System That Took Me From Dead Broke
To Earning \$324,049.32 Last Year!**

In this report, you will learn how I went from dismal failure to phenomenal success in marketing my legal services and how you can use my system to get all the clients you want. You’ll also learn some simple, yet powerful techniques you can use to increase the number of referrals you get -- **immediately!**

Keep reading. I think you’re going to love this report.

My name is David Ward and I am a sole practitioner in southern California. Last year, I earned \$324,049.32 in my law practice and 85% of my clients were referrals.

This morning was typical. My secretary buzzed and said there were three new clients on their way to our office, referred by one of the many doctors I know. This afternoon, I’m expecting a new client who was

(go to next page)

referred by a lawyer across town. Tomorrow, a new client who was given my name by his insurance agent.

And that's **in addition to** the referrals I get from my clients!

Every day I go to the office I know my phone will ring and there will be new business on the line. And every night when I go home I know there will be **more new business calling the next day.**

What's more, even though I am a sole practitioner, I work an average of only three days per week. I get to the office at nine, sometimes ten, and I'm rarely there past four.

The rest of my time is my own. I use it to do what I want -- to write, spend time with my family, develop new business ventures. My life is very different from when I first started practicing, however. And I owe it all to a secret I learned a few short years ago.

Before I tell you what it is, I want you to know that I didn't always have it easy. You need to know how bad off I was, and how far I've come, to fully appreciate the power of the system I use.

When I began practicing in 1979, finding clients was a constant struggle. Law school doesn't prepare you for the day-to-day realities of running your own practice. I found it a totally frustrating experience.

Every month was a financial roller-coaster. I never knew if I would bring in enough to pay the rent, and there were many months when I didn't. I did my own typing, and had to take whatever business would walk through the door. I remember some cases I took where the fee for the entire case was \$250, including trial!

I still have the ledger book where I recorded my income. My first month in business I took in a grand total of \$455.00. Talk about humble beginnings.

My income was never stable. Some months were okay. Others, I had to borrow on my credit cards to buy groceries.

At one point, my credit cards were at their limit and my wife, Kathy, and I were down to eating peanut butter sandwiches for dinner. One night when we couldn't stand it anymore, we went to a nice steak house and I prayed that my credit card wouldn't be rejected. I had visions of having to wash dishes in the kitchen, or explaining to the police why I couldn't pay for our meal.

We ate like starving refugees. Caesar salad, fresh-baked rolls and butter, steak, baked potato, green beans, and for desert, cherry pie a' la mode and coffee. Food never tasted so good!

I never knew how we would do from one month to the next. One month I'd settle a case and pay some bills. Then I'd stare at the empty space in the file drawer where the file used to be and wonder where I would get another case to take its place.

I was a good lawyer. My clients liked me. I worked hard. I just didn't know the first thing about how to get clients. Well, let me tell you, even the smartest lawyer in the world will **starve to death** without clients.

Anyway, after several years of this frustration, getting nowhere, hating what I was doing, and hating myself, angry, depressed, miserable, I decided I must not be cut out to be a lawyer, and. . .

I quit.

I closed my practice and started a business. What kind of business? Well, it doesn't really matter. What does matter is that it failed. Oh I put up a good fight, hung on for two years, gave it everything I had to try to

rescue it, including taking in a financial partner, but in the end, the business was a bust.

When the dust settled, I was \$100,000.00 in debt. . . and broke.

Actually, I wasn't just broke, I was **desperate**.

I had no business. No law practice. And no income.

I went from being a "bright, young, promising professional" to an embarrassment to my family.

Then came the calls from the creditors. A few, at first. But soon, they were non-stop. Every time the phone rang my stomach would tighten into a giant knot. Some days it seemed like the *only* calls we got were from bill collectors asking when we were going to make a payment.

Fortunately, my daughter was too young to know what was going on, but Kathy was very upset. I felt like I had let her down. Big time.

Then, the process servers came to the door. One by one, our creditors sued us. I remember how embarrassed I felt. I'd take the summons quickly, smiling, as if I was expecting it, in case the neighbors were looking. As soon as I closed the door, I'd look at the name of the Plaintiff's lawyer, hoping it wasn't someone I knew.

We had no defense, and soon, the judgments started piling up.

At night, after Kathy and my daughter were in bed, I would sneak out on the balcony to smoke a cigarette (yeah, I started that again). I would stare up at the stars and feel sorry for myself. Part of me felt like finding a bridge and jumping. But I didn't give up. Somehow, I felt I could turn things around and prove to Kathy (and myself) that I could get us out of this horrible mess.

But how?

I did the only thing I could do. I filed Chapter 7.

It was the lowest point in my life.

Kathy begged me to re-open my practice. Ugh. I didn't know if I could go through that again. It had been two years since I had seen a client or cracked a law book, and I would literally have to start over from scratch. I had gotten rid of my library, thrown out my form files, even my Rolodex.

What's more, we had moved to a new city where I didn't know a soul.

Boy, I really know how to screw things up, don't I?

But I had no choice. We needed to eat. So I rented a small inside office in an executive suite, and did appearances for other lawyers while I tried to figure out how to get some clients of my own.

I was determined not to put my family and myself through the agony I had dragged us through the first time. But...

I didn't have a year or two to "build a reputation" through writing articles, public speaking, or community involvement. I didn't have any money to advertise. And I didn't know anyone who could refer clients. And so, I stumbled along, taking whatever I could get, earning barely enough to pay the bills,

spinning my wheels. . .

One day, I met a man who was working for a lawyer who was making a bunch of money. I wanted to know what he was doing to get so many clients, which were mostly referrals, and I asked him for his secret.

What he was doing was so simple! Yet different.

I WOULD NEVER HAVE THOUGHT OF IT ON MY OWN!

I decided to try out this “crazy idea.” Was I skeptical? You bet. Like a customer at Fast Freddy’s Used Car Emporium. But I went ahead anyway. And do you know what happened?

It worked!

I got clients immediately -- they were coming in every day. In droves! Good, solid cases. And cash!

YAHOOOOOOO!!

My life changed completely! In just three months, I was making more money than I had ever earned before. Not only could I pay my bills on time, I had something left over! Boy that felt good! We bought a new home and a new car. Enrolled our daughter in private school. And took our first vacation in years.

In my first year using this system, my income went from “just scraping by” to almost \$200,000!

The next year. . . it was close to \$300,000.

Today, I average **\$25,000** to **\$30,000** a month. . .

And I still work only **three days a week!**

By the way, have you ever wondered whether someone who works 70 or 80 hours a week realizes they are working the equivalent of two jobs?

I’ve got nothing against hard work. Believe me, I’ve done my share. But when I hear stories about lawyers working seven days a week, sometimes sleeping on the office floor with nothing but an overcoat for a blanket, I think, Is it worth it?

I know some associates are pressured to bill 1800, 2000 hours, or more, or risk losing their jobs. That’s okay for a couple of years while you’re learning the ropes. But life’s too short to do that indefinitely. Hey, are we working to live or living to work?

That’s why I value my free time now as much as the money I’m making. I’m sure I could make more if I wanted to put in more hours. But I’d have to give up too much!

How about you? Are you putting in more hours than you would like to?

Sometimes I come home and Kathy and I take in a movie. . . **in the middle of the day!** Can you believe that? Wouldn’t you like to do that? Once in awhile? Get to know your spouse all over again. Go out to dinner and relax, without thinking about the office? Get home while the sun’s still up and shoot a few hoops with the kids. In other words. . .

HAVE A LIFE OUTSIDE OF THE OFFICE!

And imagine what your life would be like if you had \$15,000, \$20,000, **\$25,000** a month, or more, rolling in, month after month. . . like clockwork!

Knowing the cash will be there, no matter what. No more yo-yo income. Completely free of debts. . . No more worrying about the bills. . .

Let me tell you, if you have ever been as low as I've been, I guarantee your spouse will love you more when you are bringing in more income and spending more time at home. And so will your children.

A healthy practice and a decent bank account make you feel good about yourself, too.

But listen. I am the same person today, earning \$300,000 a year, that I was when I was earning \$30,000. I have the same ambition; desire; persistence; goals; intelligence. The only difference between the person I WAS and the person I AM, is. . .

Knowledge.

I learned how to market my services. And that has made all the difference.

After I started making money, I got serious about marketing. Real serious. In fact. . . **I WAS OBSESSED!** I read every book I could find on the subject. Unfortunately. . .

MOST OF THE BOOKS ON MARKETING ARE TOTAL TURTLE-TURD!

Epecially the books for lawyers.

Oh, if you dig enough, you can find a few decent ideas. But the best ideas I found were in sources not widely available. One book that really opened my eyes about how to communicate a marketing message to prospective clients was published 70 year ago! I got it through a specialized book dealer.

I bought every course, system, newsletter or tape I could find that might shed some light on marketing professional services. I must have spent five thousand dollars on this stuff!

I also talked to everyone who was in any kind of business, to find out how they went about getting customers or clients. It didn't matter what business or industry they were in, I picked their brains, looking for more ideas I could use to attract clients and earn more money.

I tried out a lot of ideas. Tested, and failed. Tested again and again, to see what worked, and what didn't. In the process, I learned a ton about marketing legal services.

Over the next three years I refined and developed what I had learned into a complete, step-by-step referral marketing system which I have been using in my practice ever since.

What does this mean to you?

It means that if you want to get more clients and increase your income. . .

YOU CAN!

If you want to have more time for yourself and your family so you can enjoy your life. . . **YOU CAN!**

If you want to expand your practice and bring in the big cases and steady clients . . **YOU CAN!**

You see I've taken my Referral System, all of the other strategies and techniques that helped me become successful, and put them into a new **"Home Study Course"** exclusively for lawyers. I call it:

**"Referral Magic: The Complete Guide To Attracting New Clients
And Building A Successful Law Practice!"**

Referral Magic is a compilation of hundreds of strategies and techniques for bringing in more referrals from your clients and non-client referral sources. It contains dignified, professional, 100% ethical methods for attracting new clients and generating additional income. **Referral Magic** will. . .

CHANGE YOUR LIFE FOREVER!

You'll never again struggle to find clients, or worry about paying your bills. You will finally be able to enjoy the success you have always dreamed about.

Here is a small sample of what **Referral Magic** shows you:

- * **How to develop a high-powered referral network starting from scratch**
- * How to "mine" the extra income that lies hidden in your practice
- * **How clients who have never referred before can be turned into referral "dynamos"**
- * A simple "device" you can create in an hour that can **double or triple** referrals all by itself!
- * **How to use "ethical bribes" to get more new business**
- * How to position yourself so prospective clients see you as the "only choice"
- * **How to find new referral sources (and clients) without "networking" or leaving your office**
- * Micro marketing: How to make yourself instantly likeable -- and memorable -- the first time you meet prospective clients and referral sources!
- * **How to use strategic alliances to bring in a flood of new clients!**
- * Low-and no-cost marketing strategies you would never think of -- but work like crazy!
- * **How to "rate" the referral potential of everyone in your database, so you don't waste time with people who aren't going to help you**
- * How to get other professionals to pay for 100% of your marketing expenses. . . and get them to stand in line for the privilege! (You'll love this!)
- * **Simple strategies for motivating your employees to bring in business**
- * How to get clients to make referrals -- without being asked!
- * **The fastest, surest way to double your practice!**
- * The single easiest way to get more clients (if you can't do this you should turn in your bar card!)

* **How to get referrals from people who don't hire you!**

* How to get clients when you're starting a new practice (or when you need clients in a hurry!)

* **How to "pyramid" referral sources and multiply your income**

* How to make sure your clients come back to you when they need legal services. (A recent survey showed that converting only 5% more clients into repeat clients can improve profits by as much as 85%.)

* **How to re-capture ex-clients (even disgruntled ones), and start making more money from them than you ever did before!**

* The secret to getting other lawyers to refer their clients to you (even your competitors)!

* **How to get endorsements from key opinion leaders (the ones who can make you richer than the Saudi Royal Family!)**

* Four "magic words" that attract new clients like flies to honey!

* **Eight strategies for providing "added value" to clients and referral sources (or, how to offer clients a "better alternative" than your competitors)**

* A powerful psychological principle that practically forces clients to give you referrals! (When you understand this principle, you will be able to stimulate referrals -- at will!)

* **How to find little-known niche markets and gain an "unfair" advantage over your competition**

* How to build a steady, predictable, "conveyor belt" of clients! You'll never again worry about where your next client is coming from. . . because you have a marketing machine that is working for you 24 hours a day, 365 days a year!

And this is just the beginning of what you get in **Referral Magic!** Imagine holding this marketing system in your hands and finding out how you can. . .

* Get more clients -- instantly

* Double your income in 6 months or less

* Cut your work hours as much as 40% -- and still make a bundle

* Get clients to find new clients for you -- effortlessly

* Attract the fat, juicy cases that can make you rich!

* Eliminate marginal cases and non-paying clients. . . forever!

* Make other lawyers scratch their head in disbelief at your new found popularity!

Referral Magic is the very same system I am using, right now, to rake in huge profits every month. In fact, one technique alone has earned me over **\$1,000,000.00!**

And I know that **Referral Magic** can do the same for you. How can I be so sure? Easy. Think about the

last ten clients who hired you. . . where did most of them come from? Referrals, right? I'm willing to bet that at least six or seven of those ten clients were referred to you by other clients or by referral "sources."

Referrals are already an important part of your business, as they are for most lawyers. (Surveys tell us an average of 72% of new clients are referred by existing clients.)

And yet, as certain as I am that you are now getting most of your business through referrals, I'm just as certain that you have not set up a formal **referral system**. You need to.

Instituting a formal referral system will bring you an immediate increase in clients and profits. When you use a system, referrals don't just "happen." You make them happen. In effect, you "create" your own new clients -- almost like "magic!"

Referral Magic provides comprehensive, step-by-step information on how to set up a working referral system for your practice. And how to achieve results that are nothing short of breathtaking.

In fact, I'll go "on record" and say you can expect a **minimum** of a **50%** to **75%** increase in your referrals in less than a year's time.

Impossible? Am I just blowing smoke? I don't think so. In fact, I believe I am being conservative. Let me show you why.

Let's say you have 100 clients and twenty percent are referring business to you. (The 80/20 rule: eighty percent of your client-referred business tends to come from twenty percent of your clients).

Let's assume they each refer you one new client per year.

Now, what if you learned how to take those twenty clients and get them to increase the number of clients they refer by just one? Just one more client per year, each. The result is that your referrals will. . .

DOUBLE!

Listen. Getting clients who are already referring to increase the frequency of their referrals is one of the easiest strategies you can use to bring in more business. **Referral Magic** shows you many ways to stimulate more referrals (and BETTER referrals) from those clients who have already shown their willingness to assist you. (I'll show you one of these techniques in a minute.)

But let's say I'm wrong and only half of these clients come through with an extra referral over the next twelve months. You'll still be bringing in 50% more referrals just from this one strategy alone!

Okay, what else can we do?

How about increasing the number of clients who give referrals? Instead of only twenty percent referring, with even a minimum of effort on your part, you could easily increase this to thirty percent. If they each refer you one client per year, instead of getting twenty referrals a year, you will be getting thirty. This will increase your business another 50%.

Okay. Let me share with you a simple but powerful way you can increase referrals from your clients. If you learn nothing else from me, this one piece of advice -- when thoroughly understood and put to use -- could generate for you. . . **A REFERRAL EXPLOSION!**

Ready? Okay, here it is: the next time you communicate with a client, whether in person or on the phone,

in a letter or email, politely and diplomatically ask him for referrals.

Now I expect you're having two reactions to this. First, you're probably rolling your eyes, ready to dismiss this idea as "simplistic." I assure you, it is not. It has been repeatedly proven that professionals who ask for referrals get more referrals than professionals who don't.

In fact, merely by making the one simple change of asking their clients for referrals, professionals in a number of different fields have been able to increase their referrals by as much as. . .

TEN TIMES!

Do this every day to every client you talk to, write to or visit, for five days straight, and get your employees and partners to do this, and you can't help but get dozens of new clients.

Okay. The second thing you're thinking is that you don't *want* to ask. The idea makes you. . .

Uncomfortable.

I understand. Before I started asking for referrals, I was uncomfortable, too. I didn't want to ask for referrals because I didn't want to appear like I needed the business. I was afraid my clients would take my request as a sign that I was doing poorly and they would leave me.

Then I learned that if you "set the stage" *before* you ask for referrals, not only do clients not see it as a sign of weakness, they are actually pleased to help and flattered that you are asking them.

In **Referral Magic**, you'll see precisely how to set the stage when you talk to clients about referrals. You'll learn exactly *what* to say, *when* to say it, and *how* to say it. You'll also learn what *not* to say.

In fact, by using the "referral request scripts" in **Referral Magic**, your requests will flow smoothly and naturally. You won't be embarrassed or uncomfortable at all. In fact. . . you'll be proud to ask for referrals.

And when you see the results, you'll wonder why you didn't do it sooner!

Hold on. If you're still "chicken," you can use the form letters in **Referral Magic** to do your "asking" for you! And. . . if you *still* don't want to "ask," that's okay, too.

I'll show you countless other ways to get your clients to refer without being asked!

Onward.

Let's say you have five dependable referral sources -- doctors, other lawyers, CPAs, insurance agents, business owners, whatever -- each of whom send you two clients per year. (For now, let's forget about getting them to increase the number of referrals they give you.)

The easiest way to expand your referral network is to leverage your relationships with these five referral sources into relationships with new referral sources. Since, presumably, your existing sources like you and trust you, all you have to do is ask each one to introduce and endorse you to one of their colleagues.

This will immediately double your referral sources!

Of course, as you develop relationships with these new sources, you will ask them to introduce you to

their colleagues. . . and thus, your network of referral sources will continue to grow and grow.

Tell me, how many referrals are you getting right now? Take that number and multiply it by ten. Then double it. And double that **again!** Yes, that's a big number. But this too is attainable -- if you have clients who like you and trust you and are willing to urge their friends and colleagues to use your services. If you are getting ANY referrals from your clients right now, there is no reason why you can't have a lot more.

And if you have even one referral source right now, you can soon have two. Two can become four. Four can turn into eight. . . And thus, by pyramiding referral sources, your practice will grow. . .

EXPONENTIALLY!

If you don't have any referral sources, if you are just starting your practice or are thinking going solo, it's going to take a little longer. But you too can develop a large, perpetual referral network starting from scratch.

Referral Magic shows you the exact steps to take to identify, approach, and convince referral sources to refer you the clients you seek.

Now, you may be wondering. . .

“Why is he so “nuts” about referrals?”

Why are referrals so special when there are many other marketing methods available? Fair question. To answer it, let's look at the primary marketing methods and media available to lawyers:

- * Yellow pages advertising
- * TV and radio advertising
- * Direct mail – letters, self-mailers, postcards
- * Newspaper & magazine ads– display and classified
- * On-line advertising – the Internet & online services such as AOL, prodigy, etc.
- * Seminars and workshops
- * Publicity – news releases, talk show appearances, interviews, etc.
- * Public speaking & writing articles
- * Referrals (from clients, other lawyers, other sources)

Now, our objective is to bring in a maximum number of new clients in a minimum amount of time (and with as little effort as possible). We also want to spend as little as possible, right? With this in mind, let's evaluate these alternative marketing methods, and see how they compare.

The ideal marketing method/medium would:

1. Attract clients and prospects at a low cost per response.
2. Be simple to set up and implement.
3. Provide accuracy in targeting qualified prospects/clients
4. Generate immediate results.
5. Enable you to control the flow of responses.
6. Automatically include built in credibility.

Okay, take a look at the chart on the following page. It rates each media/method on the six “ideals” listed above. To rate these methods, I've assigned point values, as follows:

Each “Yes” answer = 1 point.

Each “Somewhat” or “Maybe” answer = 2 points

Each “No” answer = 3 points

Totaling the points for each media/method gives us the “Total Score” in the last column. The lower the score, the more effectively the method/media achieves our marketing goals.

Comparative Media/Method Evaluation

Media	Low Cost	Simple	Targeted	Immediate	Controlled Flow	Built in Credibility	Score
TV & Radio	No	No	Maybe	No	No	No	17
Yellow Pages ads	No	No	Yes	No	No	No	16
Direct Mail	Somewhat	No	Yes	Somewhat	Yes	No	12
Newspaper display ads	No	No	Maybe	Yes	No	No	15
Newspaper classifieds	Yes	Yes	Maybe	Yes	No	No	11
Magazine Display ads	No	No	Maybe	No	No	No	17
Magazine classifieds	Yes	Yes	Maybe	No	No	No	13
On-line advertising	Yes	Yes	Maybe	Yes	No	No	11
Speaking & Writing	Yes	No	Yes	Somewhat	No	Yes	11
Seminars/workshops	Maybe	No	Maybe	Somewhat	Somewhat	No	14
Referrals	Yes	Yes	Yes	Yes	No	Yes	8
Publicity	Yes	No	No	No	No	Yes	14

Now, look at the chart below. This is the same chart sorted by “Total Score”. Media/methods at the top outperform media/methods below. As you can see, “referrals” clearly deliver the best results.

Comparative Media/Method Evaluation Ranked by Effectiveness

Media	Low Cost	Simple	Targeted	Immediate	Controlled Flow	Built in Credibility	Score
Referrals	Yes	Yes	Yes	Yes	No	Yes	8
Speaking & Writing	Yes	No	Yes	Somewhat	No	Yes	11
Newspaper classifieds	Yes	Yes	Maybe	Yes	No	No	11
On-line advertising	Yes	Yes	Maybe	Yes	No	No	11
Direct Mail	Somewhat	No	Yes	Somewhat	Yes	No	12
Magazine classifieds	Yes	Yes	Maybe	No	No	No	13
Seminars/workshops	Maybe	No	Maybe	Somewhat	Somewhat	No	14
Publicity	Yes	No	No	No	No	Yes	14
Newspaper display ads	No	No	Maybe	Yes	No	No	15
Yellow Pages ads	No	No	Yes	No	No	No	16
Magazine Display ads	No	No	Maybe	No	No	No	17
TV & Radio	No	No	Maybe	No	No	No	17

Does this mean you shouldn't use other marketing methods. Of course not. If they are appropriate for your practice and markets, if you know *how* to use them and enjoy doing them, if they produce business for you, they should be a part of your marketing mix. They can bring extra profits, and allow you to target clients you might otherwise not encounter.

But you should build your practice on a foundation of referrals!

Referrals are an extremely powerful way to attract clients and build a practice. One of the most important reasons is the built-in credibility a referral confers upon you.

You see, the power of a recommendation from a satisfied client is in its perceived objectivity. Your clients appear to have nothing to gain by recommending you. And since clients base their recommendations on their personal experiences with you, those recommendations have even more strength in the eyes of prospective clients with similar legal needs.

Referrals that come from non-client referral sources, such as other lawyers, professionals (CPAs, MD's,

financial planners, bankers, insurance and real estate brokers, etc.) and business owners, recommending their clients and customers to you, are effective for three important reasons:

First, these are people whose business regularly and repeatedly brings them into contact with a large number of people **who are likely to need your services.**

Clearly, CPAs who have small business owners as their clients are good referral sources for lawyers who likewise target small business owners. Similarly, physicians and chiropractors who treat auto accident victims are good sources of new clients for personal injury lawyers.

Second, these sources are in a position to **influence** their clients, customers, or patients. They often serve in the capacity of advisor. They are extremely **credible** in the eyes of their clients or customers. Their opinions and recommendations carry great weight.

When a CPA recommends a lawyer to his client, there is an excellent chance that the client will contact the lawyer and be receptive to what he or she says, making it. . .

MUCH MORE LIKELY THAT THE LAWYER WILL BE HIRED!

Third, and this is important, not only are their clients and customers receptive to the recommendations of these professionals, they often *seek* them. Professionals are continually asked by their clients to refer them to lawyers.

You see, clients **WANT TO BE REFERRED**. They would rather not have to find a lawyer through the yellow pages or other impersonal means. In surveys, clients consistently cite referrals as the number one reason for hiring a particular attorney. Referrals outrank everything else -- articles, speeches, publicity, advertising, everything.

In fact, in one survey in California, 83% of the business owners asked said a law firm's brochures and ads made **no difference** to them whatsoever. What mattered was the attorney's reputation. . .

AS VOUCHERED FOR BY A TRUSTED THIRD PARTY

In other words, **REFERRALS!**

Referrals also make the **best kinds of clients.**

- * A referral-generated client is easier to "close" than non-referred clients. They come to you "pre-sold."
- * A referral needs less relationship building than, say, prospects who come to you from advertising.
- * Referrals are easier to please than any other category of business you can get. There are fewer problems with referred clients. And less chance of misunderstanding or disappointment.
- * Referred clients tend to use legal services more frequently, and is less likely to question your fees. They are often willing to spend more to get quality services.
- * Referred clients are more loyal. They won't easily be lured away by one of your competitors.
- * Referrals are great for your ego! It feels good to know that others like you and trust you.

* Referred clients are **many times more profitable**: they come to you without the high cost of advertising or other forms of marketing.

* Here's the best reason: clients who are referred to you are themselves **much more likely to refer!**

So, use as many methods for attracting clients as you like, but if you want sustained growth, you'll make referrals the "hub" of your marketing wheel.

Okay, I know you want to know exactly what's in the **Referral Magic** course and how much it costs.

The **Referral Magic** MASTER MANUAL is a 300-page, densely-packed volume of step-by-step instructions for setting up a comprehensive Referral Marketing System for your practice. It includes strategies and techniques for stimulating referrals from clients and referral sources, plus specific strategies for quickly developing new referral sources eager to refer their clients and customers. Fill-in-the-blank forms let you evaluate the "referral potential" of prospective new referral sources and keep track of your growing referral network. These forms help put your referral program on "auto-pilot." You also get SAMPLE LETTERS you can adapt and send to clients, former clients, referral sources, and prospective clients and referral sources. You can use these letters to get more clients for the price of a postage stamp!

Here is the table of contents:

Introduction: How To Turn Your Practice Into A Referral-Gathering Machine

Part I: Referrals From Clients

Chapter One: How To Use A Powerful Psychological Principle To Practically Force Referrals From Your Clients!

Chapter Two: Referral Devices

Chapter Three: How To Talk To Clients About Referrals

Chapter Four: How To Get Referrals From New Clients

Chapter Five: How To Get Referrals From People Who Don't Hire You

Chapter Six: How To Get Referrals From Your Former Clients

Chapter Seven: How To Ethically Reward Clients For Referrals. . . So They Continue To Give You Referrals!

Chapter Eight: More Ways Clients Can Help You Build Your Practice

Chapter Nine: How To Get Your Clients To Introduce You To All Their Friends

Chapter Ten: How To Stimulate Positive Word Of Mouth About You And Your Practice

Chapter Eleven: The Absolute Easiest Way To Get More Referrals!

Part II: Referrals From Non-Clients

Chapter Twelve: How To Find The Referral Sources That Will Make You Rich

Chapter Thirteen: How To Expand Your Referral Network

Chapter Fourteen: Why Some Lawyers Almost Always Have A Steady Stream Of Referrals. . . And You Don't

Chapter Fifteen: Micro-Marketing: How To Meet New Referral Sources And Prospective Clients

Chapter Sixteen: Networking Through Professional, Trade, And Civic Organizations

Chapter Seventeen: How To Turn New Contacts Into Referrals

Chapter Eighteen: Networking Clubs

Chapter Nineteen: How To Find New Referral Sources (And Clients) Without Leaving Your Office

Chapter Twenty: How To Get Other Lawyers To Refer Their Clients To You

Part III: Advanced Referral Marketing

Chapter Twenty-one: Advanced Referral Marketing Techniques

Chapter Twenty-two: How To Use Strategic Alliances To Bring In A Flood Of New Clients

Chapter Twenty-three: How To Get Referrals When Starting A New Law Practice (Or, How I Went From Broke And Desperate To \$300,000 A Year)

Chapter Twenty-four: The Ultimate Success Secret

- Appendix A: How To Turn Your Clients Into Your Own Private “Sales Force”
- Appendix B-1: Referral Source Evaluation Form
- Appendix B-2: Relationship Directory Inventory
- Appendix B-3: Referral Request Worksheet
- Appendix B-4: Referral Action Checklist
- Appendix B-5: Sample “Referral Gathering” Request
- Appendix B-6: Lead Tracking Form
- Appendix B-7: Referral Analysis Worksheet
- Appendix B-8: Referrals Made/Received
- Appendix B-9: Referral Slips
- Appendix B-10: A Very Important Form
- Appendix C: How To Turn Your Employees Into Referral Sources
- Appendix D: 134 Secrets To More Profitable Relationships
- Appendix E: How To Write A Better “Thank You”
- Appendix F: Model Letters

As you can see, this is a massive collection of practice-building ideas. **Referral Magic** is a complete system for attracting referrals to any law practice. It is everything you need to get more clients and skyrocket your income!

But there’s more. . .

If you enroll in the Referral Magic Marketing Program within the next TEN DAYS, you also get the following FREE bonuses:

FREE BONUS #1: “Wake Up The Marketing Genius Inside You!” (\$295 Value) This manual is a complete marketing course by itself! You’ll learn strategies that can create a marketing revolution in your practice! You won’t find these strategies in traditional marketing “textbooks.” The secret of “emotional-response marketing” will open your eyes to what you’ve been missing all these years. I credit the concepts in this manual with taking my thinking -- and my income -- to new levels.

FREE BONUS #2: “The Marketing Smorgasbord” (\$395 Value) This bonus manual is jam-packed with over 50 additional techniques for attracting new business! You could try a different one every week for a year! Any one of these techniques could be worth tens of thousands of dollars in new business. Here’s a sample of what you’ll learn:

- * How to turn your business cards, brochures, and newsletter into “**client magnets**”
- * How to get articles published even when you think you have nothing to say!
- * How to get interviewed on radio talk shows and give out your phone number to millions of listeners!
- * How to use trade shows to get dozens of new clients -- without setting up a booth
- * How to get reporters to quote your “expert comments” in their news stories
- * **Eleven ways** to find the names and addresses of prospective clients who need your services
- * How to find qualified, motivated prospective clients through seminars that **cost you nothing!**
- * How to make money reading the newspaper!
- * How to set up a “**telephone hotline**” this afternoon and get new clients calling tomorrow!
- * How to use “retail” marketing techniques to stuff your waiting room with new clients!
- * The “**Lawyers All Purpose Marketing Tool.**” This is the “Swiss Army Knife” of marketing because there are so many ways to use it to get more business
- * And much more! Frankly, if you can’t use the Marketing Smorgasbord to land a pile of clients, pronto, then, you are. . . **COMPLETELY HOPELESS!**

FREE BONUS #3: “Insider Secrets To A Million Dollar Practice” (\$249 Value) This manual shows you how to turn your practice into a profitable business, and shows you:

- * How To Use Five-Minute “**Mini-Marketing Plans**” to Speed You Toward Your Goals
- * How To Get Clients When You Have **No Time** For Marketing
- * How To Give Your Clients What They Really Want. . . So They Will Help You Get What *You* Really Want!
- * How To Stop Dissatisfied Clients From Leaving (And Win Them Back After They’re Gone)
- * How To Quickly Bring In A **Huge Surge Of Cash**-- Without Borrowing!
- * How To Bill Your Clients So They Pay You First
- * How To **DOUBLE YOUR FEES!** Realistic Strategies For Getting Top Dollar For Your Services
- * How To **Get Rich** Working For A Firm. . . Without “Making Partner”
- * How To Turn Your Computer Into Your Marketing “Assistant,” Get Organized, Streamline Your Marketing, And **Get More Clients** With Less Effort!

FREE BONUS #4: The Referral Magic QUICK START TAPE. This detailed overview of the entire course shows you what you get, how to use it, and how everything fits together. Listen to this tape **FIRST** and you will know exactly what to do to quickly implement the strategies and techniques in the course.

FREE BONUS #5: The Referral Magic QUICK START GUIDE. Once you go through the course, you need a plan. In an easy to follow format, I lay out -- A to Z -- every step you need to take to get your Referral System up and running. This is your “play book” -- what to do first, what to do second -- for going through the entire process. I’ll take you through each step, and help you zero in on the most efficient and effective strategies for your particular situation.

You’ll also use this plan each time you want to expand your referral network.

FREE BONUS #6: “The Lawyers’ Marketing Toolkit” (\$495 Value) In this giant 3-ring binder, I’ve emptied out my file cabinets and copied dozens of referral letters, ads, flyers, brochures, newsletters, reports, business cards, certificates, coupons, and other marketing documents which were sent to me for review by lawyers enrolled in The Referral Magic Program.

Each document in The Toolkit comes with my complete critique. You’ll see exactly what I told the lawyer, all my suggestions, comments, criticisms, and recommendations.

You can use The Toolkit to:

1. See how other lawyers are marketing their services and get ideas to use in your own practice
2. Quickly create your own documents using these as models
3. Discover new ways to use your existing letters, reports, newsletters, etc., to attract more referrals
4. Learn how to create "Cash Copy" to pull in more clients and sell more of your services

The Lawyers' Marketing Toolkit is over 400 pages, and weighs 5 pounds. **The value of the critiques is more than \$37,500**, based on my current consulting rates for critiques. You get The Toolkit, free.

FREE BONUS #7: 12 Fax/Mail/Email Consultation Certificates (\$1,200 Value). As you begin to use the strategies and techniques in Referral Magic, you may want some assistance. The course comes with twelve Fax/Mail/Email Consultation Certificates. Each certificate allows you to fax, mail or email to me up to one page of questions. I will personally respond with the answers, advice, ideas, or information you need.

Whether it's advice on how to handle a specific client situation, a request to clarify a concept in the course, the name and phone number of a vendor or other resource, or just to bounce ideas off me, I will respond by return fax, mail, or email, usually within 24 hours.

This means you are not alone. When you need help, I'll be there to help you. When you have questions, I'll answer them. When you have a problem, I'll help you solve it. It's like having your own personal coach on retainer, ready to help and guide you toward marketing success!

Each certificate is worth \$100, so these consultations have a total value of \$1,200.

FREE BONUS #8: 5 "SPECIAL REPORTS" (\$250 Value). Any one of these amazing reports could be worth thousands of dollars to your bottom line. Here are the 5 FREE REPORTS you get:

Free Report #1

The 30-Day Referral Blitz: How to "Jumpstart" Your Sluggish Referral Program (Or Get One Started With A Bang!)

The 30-Day Referral Blitz is a powerful new strategy for getting your clients to refer new business to you. When you use **The Blitz**, you'll bring in a maximum number of new clients in a minimum of time. You can use **The Blitz** over and over again, whenever you want, to create a new surge of business. Here's what one lawyer wrote me just a few days after he read this report:

"I am already getting referrals [from The 30-Day Referral Blitz], PI cases that could mean **several thousand dollars** to me. Thanks for inspiring me with the 'blitz mentality!'"

--Paul Luskin, Calif.

The Blitz is easy to do. It takes about two hours to set up, and then it's just 15 minutes a day, five days a week, for 30 days. There is no better way to bring in a lot of new business quickly.

Free Report #2

How To Use "N.M." To Find The Clients Who Can Make Your Rich!

The biggest mistake lawyers make in marketing their services is not targeting the right clients. Let's face it, some clients are better than others. The right clients can provide you with a lifetime of steady income, a thriving practice built on referrals and repeat business, and a lifestyle that is the envy of others. The wrong

clients will confine you to a lifetime of mediocrity.

How can you identify the clients who are right for YOUR practice? Which characteristics should you look for? Which should you ignore? When you read this report, you will be able to answer these questions, and you will know exactly what to do to find the right clients for your practice.

Frankly, I consider the information in this report to be the single most important thing I can teach you about marketing legal services.

Free Report #3

An Amazing Secret That Can Triple Response To Your 'Free Consultation' Offers!

Many lawyers who offer free consultations are disappointed with the results. They either get too few responses, or too many **unqualified** responses (people who can't afford to hire them or freeloaders who just want to 'pick their brains' and get free advice).

How would you like to triple the response to your free consultation offers and also be assured that the people who call you are ready, willing and able to sign your retainer and pay your fees?

Actually, it's easy (when you know how). Believe me, this idea alone is worth more than the entire cost of my course.

Free Report #4

The Lazy Lawyer's Guide To Wealth: How to Earn More By Working Less!

In this report, you'll learn a simple plan for **increasing your income by at least one-third in the next 12 months**. Amazingly, this plan **does not require any of your time**. There is also **no cost** involved. You don't have to raise your fees to make this work, and you don't have to do anything that will make you uncomfortable. This plan is simple, it's easy to do, and you can begin using it immediately.

Free Report #5

How To Make Your Business Card Pull In 400% More Clients Than It Does Now (Hint: The Secret Is Something You Write On The Card Just Before You Hand It To Someone)

Marketing does not have to be complicated. No. Believe it or not, you can get more clients by writing a simple phrase on your business card than other lawyers (your competitors) get printing thousands of full color brochures or taking out expensive ads. But you've got to know exactly what to put on the card. You know, it took me nine years to discover this neat little trick. But now, by reading this free report, you can learn how to use this dirt-cheap money-maker in just nine minutes.

Each report is a \$50 value. Any **one** of these reports could bring you tens of thousands of dollars. But you can't buy these reports anywhere, however. You get all 5 reports, free when you enroll in The Referral Magic Program.

BUT REMEMBER, to get all five reports and all of the other bonuses mentioned, you must enroll Within the next TEN DAYS.

Wow! Even if I do say so myself, owning the **Referral Magic** home study course is like getting an MBA in marketing legal services. Armed with **Referral Magic** and all of the incredible FREE bonuses that come with the program, you'll be able to attract more clients than you ever thought possible! You'll never again ask yourself, "What can I do to bring in some clients?"

YOU'LL KNOW EXACTLY WHAT TO DO!

And with your Consultation Certificates, I'll be there to help you every step of the way.

However, if you want to reach your goals even faster, if you want to earn your "Ph.D." in marketing legal services, you can do that, too, with the DELUXE **Referral Magic** System.

With the DELUXE **Referral Magic** System, in addition to all of the bonuses we covered in the BASIC System. . . you **ALSO** get:

FREE BONUS #9: The Lawyers' Marketing Toolkit, volume II (\$595 Value). These are the very latest letters, ads, brochures, reports, newsletters, and other documents sent to me for critique, and once again, the full critique comes with it. Combined with volume I of The Toolkit, you will have a powerful library of marketing documents to call on when creating documents for your practice. This will save you many, many hours, and let's face it, time is our most precious marketing asset.

FREE BONUS #10: Forms & Model Letters on Computer Diskette (\$129 Value). I've put all of the forms and model letters in **Referral Magic** on computer disk. This will allow you to put them into your computer so you can use the forms without making copies, and use the letters without re-typing.

FREE BONUS #11: 12 Additional Fax/Mail/Email Consultation Certificates (Value \$1,200): At the risk of seeming immodest, I must tell you that lawyers who "use" me the most tend to achieve their goals more quickly. With the DELUXE System, you get a total of **24 Fax/Mail/Email Certificates**, so you can contact me twice as often! Got a question? Don't wait—get it answered, with one of your certificates!

FREE BONUS #12: Six 30-Minute Phone Consultation Certificates (\$1,800 Value). Need more thorough information? Want to "talk about it"? These certificates allow you to schedule Six 30-Minute Phone Consultations with me to discuss any aspect of your marketing. There's nothing like the give-and-take of a "live" coaching session for exploring ideas and charting new territory. In these personal, one-on-one sessions, you and I will:

- * Brainstorm lucrative markets for you to target
- * Choose the best strategies for communicating your marketing message to those markets
- * Fine tune the techniques you are using to increase response
- * Have me critique your web site, newspaper or yellow pages ads
- * Explore ways to leverage your activities so you get more done in less time
- * Discuss anything about your practice. You can pick my brain about any marketing or management problem, ask my opinion about a marketing document you're working on, or let me give you a motivational "booster-shot" if you find yourself running out of gas

I charge \$600 per hour for consulting, so the value of these certificates is \$1,800.

FREE BONUS #13: Three "Second Opinion" Document Critique Coupons (\$2,200 Value). These "Second Opinion" Document Critique Coupons allow you to submit three of your marketing documents for my review and comments. You can use these coupons to submit any marketing document: Referral letters, brochures, media releases, flyers, newsletters, referral cards, newspaper ads, yellow page ads, business cards,

articles, coupons – anything – even your web site – and I’ll show you how to make it pull in more business.

I spend a lot of time on these critiques. You get a detailed, line-by-line analysis, often several pages in length, spelling out precisely what changes and additions are needed to improve the piece, as well as ideas for other ways to use it. These critiques can dramatically increase the number of responses you get.

A young lawyer in Massachusetts recently sent me a referral letter he was planning to send to his clients. Frankly, the letter needed a lot of work. I sent him my analysis of his letter and showed him 22 ways to improve it. He mailed the revised letter with an enclosure I suggested he use to his mailing list of 200. As a direct result of this one letter, he later told me, he signed up seven new cases and earned over \$7,000 in fees.

My rates for critiques run from \$750 to \$1250, and up, so these coupons are worth at least \$2,250. You get them free with the Deluxe System

Whew, that’s a **BIG PACKAGE!**

I’m often asked why I put so much into the Basic and Deluxe Systems, especially all the consulting and critiques which take up a lot of my time. I tell them that while **Referral Magic** contains complete, step-by-step instructions for setting up and running a successful marketing system (I truly believe it is “idiot-proof”), if you ever need help with any aspect of the program, I want to be there to assist you.

I *want* you to succeed. I’m committed to it. Why? It’s simple.

I know what it’s like to want to get ahead. I wish someone had offered me this kind of help years ago when I needed it. In fact, in putting together this course, my constant thought was to create something **I would have wanted to own when I needed help.**

I was determined to create something practical and usable by a busy practitioner. No theory. No generalities. Just specific, detailed, proven techniques and step-by-step instructions for creating systems you can use today, tomorrow, and for the rest of your career.

I invested two and a half years of blood and sweat into this project to make sure you have the best tools to do exactly that.

But I’m no “do-gooder.” The way I see it, your success is good for me, too. I’m counting on you making so much money, you’ll tell every lawyer you know about this course and. . . refer them to me!

Okay, okay, I should stop babbling like a monkey and tell you how much all this costs.

The Deluxe System, which includes all thirteen FREE BONUSES is worth more than \$10,000, yet your investment is just \$1,427. The Basic System, which includes eight FREE BONUSES is worth than \$4,000, yet your investment is only \$947.

The Basic System is everything you need to set up and run your own referral marketing system like the one I used to take my practice from “just scraping by” to over \$300,000 a year. Or, you can get the Deluxe System with six thousand dollars of additional bonuses, and achieve your goals even faster, for just a bit more. Again, the lawyers who “use” me the most tend to get better (and quicker) results.

Is this expensive? That depends on how you look at it. If you see this as just another set of books and tapes or seminars, then it is expensive. But if you look at it as your **key to a more prosperous future**, it is a decided bargain.

How much is it worth to be able to bring in as many clients in a month as you now get all year?

How much will you earn when an extra 20, 30, 50, even 100 new clients call you their lawyer?

Your downside is extremely little. Just one new client pays for your course. Many of my system-users accomplish this their first month! If you put this on a credit card, you could make back your investment even before you get your next credit card statement!

The upside? An extra \$10,000 a year. \$20,000. \$100,000. Who knows? You may double or triple your income. Or more! I started with nothing and in a few short months built a \$300,000 a year practice in an extremely competitive market. If I can do it, believe me, anyone can.

And I offer you a full MONEY BACK GUARANTEE, so you can try out **Referral Magic**, completely risk free! Actually, my guarantee is BETTER-Than-Risk-Free. I'll tell you more about this in a minute. But first, take a look at everything you get with the Basic and Deluxe Systems:

Here's What You Get:	<u>Separate Purchase</u>	<u>Basic System</u>	<u>Deluxe System</u>
Referral Magic System	\$ 1,000	Included	Included
Marketing Genius Course	295	FREE	FREE
The Marketing Smorgasbord	395	FREE	FREE
Million Dollar Practice Manual	249	FREE	FREE
Quick Start Guide	99	FREE	FREE
Quick Start Tape	49	FREE	FREE
The Lawyers' Marketing Toolkit	495	FREE	FREE
12 Fax/Mail/Email Consult. Certs.	1,200	FREE	FREE
5 Special Reports	250	FREE	FREE
The Lawyers' Marketing Toolkit II	595	N/A	FREE
Forms & Model Letters on Disk	129	N/A	FREE
12 Add'l Fax/Mail/Email Certs.	1,200	N/A	FREE
3 Phone Consultation Certificates	1,800	N/A	FREE
3 Document Critique Coupons	2,250	N/A	FREE
TOTAL VALUE	\$ 10,006	\$4,032	\$ 10,006
YOUR INVESTMENT	N/A	\$ 947	\$ 1,427
TOTAL SAVINGS	N/A	<u>\$3,085</u>	<u>\$ 8,579</u>

But don't forget, in order to get your FREE BONUSES, you must enroll within the next **TEN DAYS!** you are low on cash, you can use the installment plan:

The Basic System Can Be Split Into Three Payments of 315.67!
The Deluxe System Can Be Split Into Four Payments of \$356.75!

(If you have any questions about any of this, look in the "Questions & Answers" that are attached to the end of this report. Or call my office at 1-800-361-4724.)

Face it: you must market your services today. Or risk being smothered by a tidal wave of competitors. So what are your alternatives? Let's take a look:

1) **You could do whatever it is you're doing now to get clients.** Of course, as the saying goes, "If you

continue to do what you've always done, you'll continue to get what you always got." Are you satisfied with the results you're getting? Are you going to settle for the old fashioned, ineffective ways of the past, while your competitors are hiring consultants and ad agencies?

Or, if you have done little to promote your practice, do you want to continue to take a haphazard, "whatever" attitude toward your career? Are you going to let things happen, or make them happen?

2) **You could try the expensive "trial and error" route.** How much does just one decent-sized ad in your yellow pages cost? \$500 per month? \$1000? How much will you spend sponsoring a seminar at a local hotel? How about brochures -- have you priced printing lately? How much are you willing to spend, and how much time are you willing to waste in search of ways to attract more business?

3) **You could hire a consultant for \$1500 to \$2500 a day.** Or take a chance on one of those high-priced seminars for \$2500 to \$7500 or more.

4) **Or, for a one-time investment of just \$1,427 or \$927, you can acquire marketing skills and knowledge you can use for the rest of your career.**

And unlike a seminar, you won't have to give up your nights or weekends, or spend money on transportation, hotel, food. What's more, with **Referral Magic**, you get invaluable follow-up support, to help ensure your success. For only a fraction of the cost of those high-priced seminars.

You've spent untold thousands on law school. Bar review courses. Your library. Continuing education. Don't you owe it to yourself to invest in learning skills for attracting clients and increasing your income? Especially since there is no way you can lose with my. . .

100% MONEY BACK GUARANTEE!

Actually, I provide not one, but two guarantees:

Guarantee #1: Examine The Referral Magic Program for two full months. Learn all of the powerful marketing secrets that helped me quickly build a \$300,000 a year income. Discover the hundreds of marketing strategies and techniques you can use to get more clients and increase your income. Find out how other lawyers are getting more referrals and how you can duplicate their success.

If for any reason you aren't totally convinced that The Referral Magic Marketing Program is worth *at least* ten times it's cost, I insist that you return the course for a full refund (less s/h). It's simple, if you aren't happy, you get your money back, no questions asked. And if you do return it, you get to keep up to. . .

\$6,700.00 In Free Bonuses Just For Trying Referral Magic!

You heard correctly! Not only do you take NO RISK by ordering my course, but if you do return it for a refund, you may keep all 5 "Special Reports," as my gift to you. This is a \$250 value (and may be worth thousands to you), but they're yours to keep, as my way of saying, "Thanks for trying Referral Magic."

In addition, you keep the value of any consultations you have used. Even if you have used all 24 Fax/Mail/Email consultations, all three Document Critiques, and all six Phone Consultations, and even if these consultations and critiques have earned you tens of thousands of dollars in additional fees, you can still return the other course materials and get a full, 100% refund (less s/h).

Think about it: The worst that can happen is you'll come out \$6,700 ahead!

Why do I offer a **Better-Than-Risk-Free 100% Money Back Guarantee** that could put as much as \$6,700 in your pocket just for trying my course? Am I . . .

NUTS?!

No. Just confident. I know that once you see the powerful strategies and techniques revealed in Referral Magic, once you see how easy it is to use them to attract new clients to your practice, once you see your cash flow and bank account steadily growing. . .

YOU WON'T LET ME PRY IT OUT OF YOUR HANDS WITH A CROWBAR!

But just in case, I've got a second guarantee for you:

Guarantee #2: Try out the strategies and techniques in Referral Magic for up to **SIX MONTHS** from the time of enrollment. Use the system in your practice. Try the techniques with your clients and your referral sources. Put my system to the test and watch what happens as new clients start rolling in.

I know you will be thrilled with the results! In fact, I'm so certain that Referral Magic will skyrocket your earnings, I'll do something no one else would dare to do, I'll guarantee your success:

If, after six months of using The Referral Magic Program you have not earned **AT LEAST \$10,000** (\$15,000 Deluxe System) in **additional** income (that's net – *after* expenses), you can still return the course and get a refund. All you have to do is send me proof that you tried any two strategies or techniques from the course (out of the hundreds you get) and if you can honestly say you did not earn a minimum of \$10,000 (\$15,000 Deluxe System) in additional income as a result, send the course back, I'll send you a full refund (less s/h), and we'll part friends.

And you can still keep the five Special Reports and the value of any consultations you have obtained!

Yes, I guarantee your satisfaction AND your profits.

Why am I so confident? That's easy. Using the same strategies and techniques I teach you, in just a few months, I went from dead broke and drowning in debt to earning over \$300,000 per year. What's more, since 1997 when I began offering this program, I've watched thousands of attorneys like you use Referral Magic to bring in millions of dollars in new business. I read their letters and faxes and emails. And talk to them every day. They tell me Referral Magic has worked for them, just like it worked for me.

And that's how I know it will work for you.

Read the testimonials on my web site and see for yourself. Listen to what other attorneys say about the program, how it is helping them build a successful law practice. Then join them!

You've got nothing to lose. With your two guarantees, six months from now you will be **AT LEAST** \$10,000 to \$15,000 richer, (plus keep up to \$6,700 in bonuses) or you get your money back!

Referral Magic will help you get more clients and make more money no matter what your current situation is. If you're a new lawyer, thinking about going solo, or just plain "desperate" for business, an entire section is devoted to special strategies for you, strategies that will help you to get clients quickly.

Are you a veteran looking to "upgrade" your clientele, perhaps bring in the "big" cases, or cut back

on your hours and just handle the cases you like (and farm out the rest)? This is for you, too.

But listen. **Referral Magic** isn't for everyone. If you aren't a competent attorney, if you don't deliver professional and caring service to your clients, the techniques in **Referral Magic**. . .

WILL ONLY CAUSE YOU TO FAIL, FASTER!

These powerful techniques will expose your inadequacies to more people, more quickly, than just about anything. You'll bring in clients, a lot of them, but if you aren't able or willing to serve them properly, word will spread and before you know it, no one will want to hire you.

Referral Magic is also not for you if you are unwilling to try anything new. Or if you are not willing to take action to get your Referral System going. If you expect this course to cause money to rain on your head while you sleep, don't order. You'll be sadly disappointed.

On the other hand, if you are looking for sound, sensible ideas for attracting clients and boosting your income into the stratosphere, if you're willing to put in a little time and effort and you have reasonable expectations, then **Referral Magic** is just what you need!

What are you looking for? Would an extra \$3,000 or \$4,000 a month make a difference in your life? To hire a paralegal? Another secretary? Or take some time off once in awhile?

Or. . . are you thinking bigger. . . perhaps an extra \$10,000 to \$25,000 a month? Or more? It's possible.

Six months from now, you could be exactly where you are now. Or, your life could be completely different. Imagine how it will feel when you never again have to worry about getting clients. If every day you go to the office knowing new clients will call.

I know \$1,427 or even \$947 might be a significant decision for you. Believe me, I understand. I've been there. But if you DO have to struggle over this amount, I have to tell you: that's the best reason of all to act on this opportunity. . . so a few months from now you get past it and are NEVER financially embarrassed again.

My friend, getting through law school and passing the bar are significant achievements. You have invested thousands of dollars and spent many years developing the technical expertise required by our demanding profession. You work hard, I am sure, and you SHOULD be very well paid. Taking home more than you need EVERY month. Investing for your future financial security.

If you are NOT as well paid as you would like to be and you turn you back on me now, then how and when are things going to change for the better? If you don't do this, what WILL you do to create the kind of practice, income, and lifestyle you and your family deserve?

If you are already successful, do what all champions do -- take your practice to the next level.

Jon Mitchell Jackson is Senior Litigation Partner at the firm of Jackson and Wilson in Irvine, California, a Plaintiff's personal injury firm that handles many millions of dollars of cases each year. By anyone's definition, Mitch is an extremely successful attorney.

Mitch enrolled in The Referral Magic Program a few months ago, because, as he said in a letter to me, "Despite knowing the importance of referrals, I never systematically put my firm's efforts into a consistent referral marketing mode. . .".

Mitch's letter continued, "Your outstanding course did the trick. After implementing the tools you explain in detail, we are now automatically, aggressively and professionally targeting a specific type of personal injury referral WITH AMAZING RESULTS! As a direct result of applying what I learned in Referral Magic, less than 60 days after I ordered your course, I was referred a personal injury case that I settled for \$250,000 policy limits, **generating \$83,000 in fees!**

"Coach David, thanks for giving us a proven and well thought out game plan. Now that you've handed us the ball, we plan on running with it all the way into the end zone . . .".

Why did this already successful lawyer order my course? Because successful people continually challenge themselves to become even more successful. They don't settle for good when they can be great. They don't rest when they make their first million.

Successful people become successful because they understand that they don't know everything. They constantly seek out new ideas and new ways of doing things. And successful people are decisive.

Pick up the phone and call me right now. Call my office at **1-(800)-361-4724** or (949) 888-2800 and tell my secretary to enroll you in **Referral Magic** and rush you all of your course materials. (Don't forget, you must enroll on or before the deadline to get \$3,032 to \$9,006 in Free Bonuses.)

Remember, you are fully protected by **TWO 100% Money Back Guarantees**. And, if you're low on cash, don't forget the Installment Plan.

Call and enroll today. You'll be glad you did.

Sincerely,

David M. Ward
Attorney at Law

P.S. If you want to get more clients in a month than you now get all year, you need to jump on this immediately! Call me at **1-(800) 361-4724** right this minute to enroll or ask questions about anything.

Imagine your waiting room *bursting* with new clients and your bank account overflowing with cash. And wouldn't it give you peace of mind to pay off all your bills? To have extra cash in the bank? For emergencies? To pay for your children's schooling? Or to treat yourself once in awhile?

P.P.S. Think about this: If you only get one client from the Referral Magic system, you will have covered the entire cost of the program! If you get one extra client per month, you will have **EARNED OVER TWELVE TIMES THE COST OF THE SYSTEM THE FIRST YEAR!** And that's from only one client a month. Think about your return on investment when you get two or more clients per month! (By the way, the entire investment is a tax-deductible business expense.)

P.P.P.S. Don't forget, when you order within the next **TEN DAYS** you get \$3,000 to \$9,000 in **FREE BONUSES** guaranteed to earn you thousands of dollars in extra income.

Where else can you get these proven, insider secrets specifically for lawyers, plus ongoing, personal assistance to ensure your success? And remember, you take no risk! You are either completely satisfied or it costs you nothing. And, with my Better-Than-Risk-Free guarantee, you can try Referral Magic for up to six months and if you return it, you get to **keep** up to \$6,700 in FREE BONUSES just for trying it! You can't lose! So . . . what are you waiting for? Call now!

Questions & Answers

Questions lawyers ask about The Referral Magic Marketing Program For Lawyers

Q: “This whole idea of marketing makes me uncomfortable. I am a professional, not a business person. I do excellent work, I have a good reputation. Why do I need to market my services?”

A: It would be great if we could spend 100% of our time doing what we do best – handling cases, advising clients -- but let’s face facts. A generation ago, becoming a lawyer meant security, good income, prestige. All you had to do, it seemed, was hang out your shingle, send out some announcements and wait for the clients to pour in. You would send out large bills at a hefty hourly rate, collect the money, and live exceedingly well.

I’ve got news for you: **It’s not like that anymore!**

Competition has changed everything.

In the July, 1998 issue of CALIFORNIA LAWYER magazine, on page 24, I saw the following item:

With more than 1500 would-be lawyers passing the latest State Bar Exam, California’s attorney population is on the verge of 130,000.

	<i>Number Of lawyers</i>	<i>Residents per lawyer</i>
1977	53,000	421:1
1987	93,877	295:1
1998*	128,436	259:1

* As of 4/30/98; source: State Bar, California Department of Finance

One lawyer for every 259 residents! And look at the *rate* of growth: in a little over 20 years, the number of lawyers has gone up **143%**.

Nationwide, things don’t look much better.

According to the ABA, in 1995 there were 896,140 lawyers in the U. S. By June of 1996, that number had grown to 946,499. To give you some perspective on what this means, there are only 539,000 physicians, 400,000 CPAs, and 105,000 architects.

By the year 2005, the ABA estimates that the number of lawyers in this country will be. . . **1,141,219!** That’s more attorneys practicing law than Rhode Island has residents!

But the growth in the number of lawyers in the country is only part of the problem.

Independent paralegals have come into the picture in a big way. Do-it-yourself legal centers, how-to books and software are also thinning the client pool. (Hey, I’ve used Nolo Press books, too.)

Advertising has put downward pressure on fees. Clients demand more and want to pay less.

Clients are going in-house, or splitting up their legal work among firms. Arbitration clauses and ADR are reducing litigation.

If you work for a firm, you are no less vulnerable. Every week we see established firms dying because a client that supplied 40 or 50% of their gross income was sold, folded, or just went somewhere else.

Who do you think is the first to go when a firm downsizes? Is it the associate who brings in a lot of new clients? No. He or she is the last to go.

Even partners aren't immune. I read about a partner in New York who was dismissed because he was a poor "rainmaker." He got severance pay and was sent on his way. Despite sending out hundreds of resumes, no law firm would hire him. **He wound up driving a limo!**

He told an interviewer, "I always figured that if you worked hard and stayed late at night and got your job done, you'd get ahead – that if I treated everybody right, they'd treat me right – but that seems naive in retrospect. The moral of the story is that things have changed in this country. If you're not a business-getter, you don't belong in this business."

A few years ago, KPMG Peat Marwick, the big CPA firm, let 400 partners go in one day. Do you think any of the 400 were rainmakers?!

What's to stop this from happening in a big law firm? Hmm? If you're in a firm and think your position is secure, ask yourself this question:

“Do I bring in enough business each year to cover the cost of what the firm pays me and the support personnel that I require?”

If the answer is anything but a resounding “yes” -- watch out!

If you're thinking of going out on your own someday, how do you intend to attract clients? And if you already are in practice for yourself, what will you do when the phone stops ringing?

It's simple: if you don't market your services, you risk losing your clients to lawyers who do. It's shifted from a sellers market to a buyers market. And it's not getting any better. Every year, law schools pour out another 35,000 to 40,000 graduates, who, like hungry wolves, will come hunting for your job or your clients.

On the other hand, when you do market your services, good things happen:

* You get more clients. And better clients. You can choose the cases you want, instead of having to take what comes in.

* Your cash flow stabilizes. Better clients mean fewer collection problems. You won't wake up at 3:30 in the morning worrying about how to make your payroll or your kid's school payment.

* There's ample time for continuing education to update your skills, or learn a new practice area.

* You can go to hockey games or play softball. Start your novel and become the next John Grisham.

* You can hire more staff and free up some time for your family. And yourself.

* If you work for a firm, bringing in business is your best insurance for job security.

* You'll have a new word in your vocabulary: pro bono. Now you'll have the time to help people in need, without worrying about your own needs.

* You won't go home too tired to make love to your honey!

Look, you don't have to become some kind of a marketing "maniac." You don't have to advertise, cold call, or annoy your clients and friends. You don't have to do anything undignified or that makes you uncomfortable.

But you can't hide your head in the sand, either.

What I am saying is this: The practice of law today is as much a business as a profession, and if you don't run your practice like a profit making venture, you're asking for trouble.

Lawyers today *must* know how to market their services, or their competitors will slowly (or not so slowly) put them out of business. Call it "client development," "practice building," "rainmaking," or just "marketing," but if you don't do something about it, you're going to be left behind.

Q: "My practice is doing fine now. Why do I need to do anything different?"

A: Many successful attorneys order **Referral Magic**. Attorneys with high, six-figure (and some seven-figure) incomes. Attorneys who spend thirty or forty thousand dollars a month on advertising. Attorneys who already know how to market their services. Do you know what they tell me? Time and again they say, "If you can teach me something that brings in even one client, or shows me how to increase my income or lower my expenses even 5%, I'm way ahead."

They understand that no matter how well you are doing, there is always room for improvement. There are always bigger cases and better clients and more profits to be had. If you're doing okay, why wouldn't you want to become rich? If you're already rich, why wouldn't you want to become richer?

Q: "If my clients *could* refer me more business wouldn't they already be doing it?"

A: The fact that you get referrals from your clients means that they like you and are satisfied with the work you do. But that does not mean they are doing everything they can do to help you.

One reason why your clients may not be giving you as many referrals as they could is that they may not be aware of all of the services you offer or kinds of cases you handle.

A lawyer told me recently that he had done a divorce for a client, and a few months later, the client called him and told him her sister had been in a car accident. She asked him if he could recommend an attorney who could handle her case. You can guess the punch line: HE handles accident cases! Why didn't his client know this? Because he had never told her.

All too often, we assume our clients know precisely what we do when in reality they may only have a vague idea. Do your clients know all of the kinds of matters you handle? Do they know which problems you solve and which benefits you can deliver? Can you see how educating them about these things could result in more business coming your way?

Another reason why your clients may not be giving you as many referrals as they could is that these clients may only be referring people who ASK them if they know an attorney. These same clients may know many other people who need or want your help but, for whatever reasons, have not asked your client to refer

them. It's like an iceberg: You're getting only the 10% which is above the surface (the ones who asked), but you are not getting the 90% which is under water.

My system shows you how to access the other 90%.

One of the key strategies for getting more referrals from your clients is to convert them from passive referral-givers into ACTIVE SOURCES OF INFORMATION about you and your services. There are many techniques in the course to help you achieve this.

Q: “Do I have to ask my clients for referrals.”

A: No, you don't. In **Referral Magic** you'll learn many other ways to attract new clients *without* asking your clients for referrals.

But keep this in mind: Satisfied clients *want* to refer their friends or associates to you. If you ask them properly, they will be thrilled to do so, not only to help you, but because referring their friends or associates to you actually benefits your client!

I deal extensively with the psychology behind referrals in **Referral Magic**. Trust me, if you provide good, quality services, if you treat your clients right, you need never feel embarrassed asking for referrals, and I'll show you exactly how to do that.

Q: “I do ask clients for referrals, but they don't seem to respond. I give referrals to other professionals, but they don't reciprocate. What am I doing wrong?”

A: How you ask – the exact words you use – is crucial. If you say something like, “By the way, if you know anyone who needs an attorney, please give them my card” or “Could you refer me some clients?” you're not going to get anywhere. To get referrals, you must first “set the stage” *before* you ask, and then, you must ask in the right way.

Also, you may not be asking at the right time. The best time to ask is when you “deliver the benefits.” This might be at settlement or closing, when the check is presented, or the contract is signed. This is usually when the client's feelings of gratitude are at their highest and they are much more open to helping you.

With non-client referral sources, you've got to face the reality that just because someone *can* refer doesn't mean they *will* refer. You need to assess the willingness of a referral source to provide referrals, and stop wasting time with those who aren't willing to reciprocate. In the Appendix of **Referral Magic** is a form which helps you “rate” the potential of any referral source. Don't worry. There are more good referral sources out there than you will ever need. I'll show you how to find them.

Q: “I've tried networking, but it was a waste of time.”

A: I built my practice without going to a single chamber of commerce or trade group meeting, or even a bar association meeting. You can, too. But networking is an effective way to meet new referral sources and prospective clients. If you've tried it but were disappointed with the results, you might be surprised at how easy it is to get good results by making a few simple changes in your strategy.

For example, if your “modus operandi” was to meet as many people as possible and pass out as many cards as possible, it's no wonder you got nowhere. There's a much simpler and more effective way to network, as explained in Section Two of **Referral Magic**.

Q: “Do you only teach referrals?”

A: Actually, I teach many other ways to get clients in this course. However, referrals are still the best method of marketing for attorneys, and I do emphasize them. I got started with referrals and I think they should be the mainstay of every law practice.

Q: “Does your system work as well in a small town as a large city?”

A: Absolutely. These strategies and techniques work just as well in New York City as they do in rural Alabama. They work anywhere in the U. S. and anywhere in the world.

Over 5,000 lawyers throughout the US and Canada – from small towns to major cities – are using **Referral Magic** to market themselves and their practices. And since I’m now on the Internet (www.attorneymarketing.com), lawyers in many other countries are enrolling in **Referral Magic**. The point is that the principles in **Referral Magic** are universal. They work anywhere, at any time, in any jurisdiction.

Sometimes, a lawyer will tell me, “Oh, things are different in the South,” or “That may work in California, but not here.” But they’re wrong.

Clients are clients, wherever you find them. Yes, there are cultural and regional differences, but deep down, everyone has the same needs and wants and responds to the same emotional and logical appeals. Clients are the same, whether they live in Los Angeles or Little Rock, Manhattan or Moscow.

Q: “Does your system work for my practice area?”

A: I once made a list of some of the practice areas of lawyers using **Referral Magic**. Take a look:

Administration	Education	Juvenile
Adoptions	Elder Law	Labor and Employment
ADR/Mediation	Eminent Domain	Landlord/Tenant
Appellate Practice	Employment Benefits, ERISA	Medical Malpractice
Aviation	Energy/Natural Resources	Mergers and Acquisitions
Bad faith	Entertainment and Sports	Municipalities/Government
Banking	Environmental Law	Personal Injury/Prop. Damage
Bankruptcy	Estate Planning and Probate	Products Liability
Civil Rights	Family/Domestic Relations	Real Property
Class Actions	Franchise	Securities
Collections	General Practice	Social Security/Disability
Commercial Transactions	Guardianship	Taxation
Communications	Hospital and Health Care	Traffic Offenses
Construction	Immigration/Naturalization	Trial Practice
Corporate/Business	Insurance Defense	Workers Compensation
Criminal Defense	Intellectual Property	Wrongful termination
Debtor and Creditor	International	Zoning and Land Use

This is not a complete list, but it does illustrate the variety of practices that are using my system.

They range from sole practitioners to partners in very large firms. (The record is 1200 lawyers!) They include lawyers who represent individuals and those who represent businesses. They handle big cases and small ones, litigation and transactional matters, plaintiffs and defendants.

The point is it doesn't matter what kinds of cases you handle or clients you are seeking. Everyone needs clients, and referrals are the best way to get them.

Q: "I'm a new lawyer/starting a new practice. Will this work for me?"

A: Referral Magic will work for you, but because you don't have an established client base it will take you longer to generate referrals and bring in business. On the other hand, because you are new and don't yet have a lot of work, you have more time to devote to marketing. Chapter Twenty-three in Referral Magic contains strategies for new lawyers or lawyers who need to bring in business quickly.

Q: "I work for a very old-fashioned firm and they frown on anything different or that doesn't fit our "image" or reputation. Am I going to have to do anything they will object to?"

A: In a word: No.

Everything I teach is 100% ethical and honest. Professional and dignified. No exceptions.

You don't have to pay illegal "referral fees" to get clients. If you want to do that, you don't need me (and I don't need your money.)

As for your firm's "image," I can only say there is no image worse than having no clients.

Look, there's no question that a lawyer must always be professional and dignified. But that doesn't mean they can't try anything new or different. It is not a matter of choosing marketing OR ethics. They aren't mutually exclusive. It is a question of *balancing* those interests: your desire to maintain your reputation with your desire to stay competitive and profitable.

I don't know about you, but I like the reputation that comes from having clients who are happy with the work I do and are proud to refer their friends and associates to me. This kind of reputation comes from treating our clients the way we would like to be treated, telling them the God's honest truth about everything, showing that we care about them, and truly serving them.

I feel good when my clients tell me how happy they are that they chose me as their attorney. And my bank book feels nice and cushy from the fees they pay me and all the referrals they send.

I didn't compromise my values or skirt ethical rules to achieve this reputation. You won't have to, either.

Q: "The Bar rules in my state are very strict."

A: Everyone tells me their state is the toughest!

Obviously, it would be impossible for me to keep up with the different (and ever-changing) ethical rules in every state. However, I do stay on top of the general trends throughout the country. Basically, the most stringent rules apply when you are advertising or sending direct mail to "cold" lists, people with whom you do not have a relationship.

Referral Magic deals primarily with stimulating referrals from people who already know you: clients, former clients, business contacts, other lawyers, etc., and the people they know. So you shouldn't have any problems, no matter what your rules provide.

When there is a possible issue, however, I do alert you to check your state's rules before you try it. And I make suggestions as to how you can modify the basic technique to conform to your rules.

Yes, there may be a few techniques that aren't permitted in your state. If you can't do them, you can't do them. Don't worry: there are hundreds of other techniques in Referral Magic you can use instead.

Q: "How much will it cost to implement your system?"

A: One of the advantages of referral marketing is its low cost compared to other forms of marketing, such as advertising. In fact, most of the techniques in Referral Magic require no investment whatsoever. Some require small amounts of capital, but nothing more than a few hundred dollars. A few cost more, but the returns can be much greater. Also, one of the things I teach you is how to set up marketing joint ventures with other professionals, and how to get them to pay for the lion's share of the expenses. In some cases, you can get them to pay 100% of the costs. You don't need lots of cash. What you need is the right knowledge.

Q: "How long does it take to see results?"

A: Some of the methods you'll learn will get prospective clients calling you in as little as a few days. Others will take longer. When I made my "come back" I started getting clients immediately.

But I'd be lying to you if I said you would see results from all of these techniques overnight. Some techniques will take months before you see appreciable results. Even as much as a year. With some techniques it is like popping popcorn: nothing happens for a long time, then suddenly, everything starts "exploding."

Within two to three months you should see tangible results. Within six months, your program should be in full gear. After that, you won't be able to remember what it felt like to need clients.

Q: "Couldn't I just figure this out on my own? Why do I need you?"

A: Of course you could do this yourself. Just like I did. But I've already plowed the path for you. I've spent over ten years and many thousands of dollars trying different things, testing, refining, and learning what works and what doesn't. In the time it takes you to get up to speed, you could have already brought in dozens or even hundreds of new clients.

Q: "I barely have time to handle my case load. I have no time for marketing."

A: I know you're busy. And that's why many of the techniques I teach can be put into place in a few hours' time.

Some techniques will take a little while to set up, but once they are in place, you can use them over and over again, and they will continue to produce new clients for you, while you are free to take care of the legal work. And much of what I teach can be delegated to your secretary. Also, there are lots of shortcuts in the course, so you can get maximum results out of minimum effort.

Even if you can only spend 15 minutes a day on marketing you can see results.

Look, when I first started practicing I was in the office six days a week. Now, when I have a lot more business, I work only three days a week. That's what a marketing "system" can do for you.

Q: “How can you bring in all that new business and work less?”

A: First, I specialize, and that makes my work day more efficient. When you’ve seen it a hundred times before you can anticipate contingencies and prepare solutions in advance.

Second, I delegate as much as possible. I know that a secretary or clerk or even another lawyer isn’t going to do everything as well as I could (or so I tell myself), but this doesn’t mean I have to do *everything* myself. I train and supervise my staff. As long as the job gets done, it doesn’t have to be perfect. Just “good enough.”

My objective is to spend my time doing the things that ONLY I can do, and delegate everything else. It doesn’t always work that way (I do many things because I enjoy them), but that’s what I shoot for.

A lot of lawyers, especially sole practitioners, have trouble delegating. If you do too, you’ve got to learn to accept the fact that others can do much of what you are doing right now. Until you do, you’ll never earn more than what you can produce with your own effort.

Lincoln said that the only thing we lawyers have to sell is our time, but strictly speaking this is not true. We don’t sell our time, we sell results. Frankly, that’s all the client really cares about.

The third reason why I’m able to earn more while working less is. . . marketing.

Knowing how to bring in more business allows me to upgrade my clients and get rid of business that is overly time consuming and less profitable. I refer a lot of marginal work to other attorneys.

Also, marketing brings in additional revenue, which allows me to hire the staff I need to leverage my time. Instead of working more hours, I’d rather spend my time developing a relationship with a new referral source who can refer me an additional \$100,000 in business. If I have to spend \$50,000 on staff or other overhead in order to deliver the work product, so what, I’m still ahead \$50,000. If I can find ten other referral sources like the first one, I make out like a bandit and don’t work myself to death in the process.

Q: “Does your system involve selling?”

A: You probably think I’m going to tell you that there is “no selling” involved in my system. But all of marketing involves selling, just like everything else we do in life and our career. When you were little, you sold your parents on letting you stay up late or getting you a toy you saw on TV. You sold your spouse on marrying you, your law school on admitting you, your employers on hiring you.

Every day in your practice, you sell. You sell to juries, opposing counsel, and insurance adjusters. You sell when you negotiate a lease or business deal. You sell when you answer a client’s questions about your retainer agreement before he signs it.

But if you mean, “Will I have to cold call hundreds of strangers, knock on doors, or otherwise go out seeking appointments to demonstrate my “wares,” then no, there is no selling.

Everything about my system is designed to make people come to you. That’s what referrals are, after all.

Q: “You make this all sound so easy. You know what they say about ‘if it sounds too good to be true. . .’ How do I know this will work for me?”

A: No one wants to be taken advantage of, especially a lawyer, and that includes me. So I understand

your skepticism. After all, I do make some pretty astounding claims. All I can do is tell you that the ideas in this course have worked for me and for other lawyers and there's no reason why they wouldn't work for you.

As for being "too good to be true," I have to tell you that even though the title of my system is "Referral Magic" I am not offering you a magic pill. The "magic" will come only when you take my system and work it. And I don't want to fool you, there is work. You can't expect to get something for nothing. You actually have to write the letters, make the phone calls, and do the other things described in the course. If you don't, if you don't *do* anything, then nothing will happen. No results, no magic.

When you do take action, however, when you consistently use the tools I give you, then *amazing* things will happen. I know this because the strategies and techniques I will teach you are the same ones I used to go from dead broke to a \$300,000 yearly income in a remarkably short period of time.

And now, over 5,000 lawyers are using this system to get more clients and increase their income. So, if it worked for me and it is working for other lawyers, don't you think it is reasonable to assume it will work for you, too?

Q: "Why do you offer two guarantees? And what is this "Better-Than-Risk-Free" all about?"

A: I give you two guarantees because I want you to feel completely comfortable doing business with me. That's why I take all the risk. I give you two months to examine the system, to judge for yourself the quality of the material. If you are unhappy for any reason, send it back for a full refund. There are no conditions or restrictions. No loopholes. No questions asked.

I give you six months to try **Referral Magic**, to put it to the test in your practice. Obviously, I couldn't offer a SIX MONTH, 100% money back guarantee if I wasn't extremely confident that you will profit from the course. I give you six months because I want you to have as much time as possible to try out different techniques and see the results.

If I gave you only thirty days or sixty days, you might not have enough time to try anything. What if you're in trial? Or a slow reader? I want you to have enough time to give the system a fair try. In the end, that's good for both of us. So take six months to try everything, at my risk.

As for the Better-Than-Risk-Free guarantee, it's true: if you return the course for a refund, you get to keep up to \$6,700 in free bonuses as described in the attached report. I can offer this because I know you get far more out of the course than what I ask you to pay. That's why I'm willing to take all of the risk.

Actually, I'm also offering a THIRD guarantee: support. I guarantee that I will be available for you anytime you need help with your marketing. You can call on me whenever you need answers or ideas or information. I will personally guide you and help you get your marketing system working successfully.

Again, I offer these guarantees because I want you to feel comfortable about ordering. I want you say to yourself, "I've got nothing to lose and so much to gain." And it's true: this material can change your life!

Q: "If you're making so much money, why are you selling this course?"

A: I love this question! Who says you can't practice law AND have a business? Obviously, I'm doing this to make more money. But you might be interested to know how it all came about.

Years ago, I read a survey that was taken at a bar convention. They asked lawyers what their number one problem or desire was. The overwhelming winner was "marketing/how to get and keep clients."

At the time I read this, I certainly agreed with it! I remember thinking, “Boy, someone should come out with a course for lawyers that teaches them how to get clients.” I’m not kidding! It’s funny how the mind works, because that thought must have stayed in my subconscious.

Years later, when I was successful, I remembered that survey. I thought I knew some things other lawyers would want to know, and I started writing them down. Then, I took out a couple of small classified ads and started offering my system to other lawyers.

The response was overwhelming! Over and over, lawyers told me the same thing: they knew they were good lawyers and they worked hard, but they didn’t know anything about marketing. They were in many different practice areas, but they all shared the same frustration: how to get clients.

So I started selling my system and things have never stopped.

Q: “Frankly, why should I trust you?”

A: I can only tell you that I wouldn’t risk the reputation I’ve built over the last 20 years by offering something that didn’t live up to its promises.

Check me out with the California Bar. Their main number in San Francisco is 415-538-2000. On the internet: www.calbar.org. My bar number is 089734. You’ll find I’ve been admitted since 1979 and there are no complaints against me. (Actually, I am now “inactive” and no longer practice.) Call the Better Business Bureau, too. They can be reached at 714-527-8255. I’m not a member, but I’m sure they’ll tell you they have no record of any complaints against me, my firm, or my company.

Q: “Can I speak to other lawyers who are using your system?”

A: I can understand that you might want to speak to other lawyers who are using the system before ordering. But I get hundreds of inquiries every month and it would be unfair to ask our members to give up their billable time to take phone calls from people asking what they think of the course. I’m sure you can understand what an inconvenience it would be if you were getting dozens of calls a week from people you don’t know.

Besides, when you think about it, to whom would I refer you but someone who loves the program? You would still need to see and judge it for yourself. That’s why I give you a six month money back guarantee, so you can try everything for yourself.

Many lawyers who get my system send me their comments and success stories. I have provided some on my web site for you to read.

Q: “All this sounds good but I don’t know if I can afford it.”

A: Your investment for the Basic System works out to \$2.60 a day. Coffee money. Less than \$100 bucks a month.

If you can’t afford to invest \$100 bucks a month for marketing, then, frankly, you shouldn’t be in business for yourself. Yes, I know, you may be starting a new practice and have put all your available funds into getting the office opened, but what good is that office going to do for you without clients?

Think of it this way: if you get only ONE client from this course that you otherwise would not have gotten, the course pays for itself. Now, what if you get one extra client a month from the system? What is

your return on investment, then? And. . . what if you get one a week?

The point is that if \$100 a month is a lot to you right now, you can't afford to NOT order.

Don't forget, if you are low on cash right now, you can use the installment plan. (See below)

Q: "How do the installment payments work?"

A: You can order the Basic System for three payments of \$315.67, or the Deluxe System for four payments of \$356.75. Payments are billed to your credit card, thirty days apart. Shipping and handling is added to the first payment (plus tax in CA).

If you want to pay installments by check, for the Basic System, you need to send three checks -- the first for \$345.61 (\$421.33 in CA), a second check for \$315.67, postdated thirty days, and a third check for \$315.67, postdated sixty days. (If you don't like to postdate checks, attach a note about when to deposit it.)

For the Deluxe System, send four checks: one for \$399.70 (\$513.62 in CA), and three checks for \$356.75, postdated thirty, sixty, and ninety days.

See the enrollment form for details, or call my office at 1-800-361-4724 if you have any questions.

Q: "Why do I need to send you postdated check(s) in advance? Why can't you bill me?"

A: As a small company, we're not set up to do billing and collection. Even if we were, I'd have to charge more to cover the extra expenses and credit losses.

Q: "How do I get started? Once I order, how soon will I get my materials? I can't afford to waste any time, so I'd want to get going right away!"

A: The quickest way to get started is to call my office at **1-800-361-4724** (or 949-888-2800), Monday through Friday, 8:00 a.m. to 5:00 p.m. PST. If you call after hours, leave a message and we'll call you back.

You can print the attached enrollment form and fax it, 24 hours a day to **(949) 888-6488**. You can mail your enrollment form to: Law Offices of David M. Ward, 31441 Santa Margarita Parkway, Suite 330, Rancho Santa Margarita, CA 92688.

Or, you can order online at

Your membership package is usually shipped the same day we receive your enrollment form, (or the next business day, if we receive it after 1:00 p.m.). If there is a delay, however, we don't deposit your check or charge your credit card until we ship.

In the U.S., we ship Second-Day Air, so you'll get your package within two days and you can get started in practically no time at all!

Some Final Thoughts. . .

Whether you realize it or not, you already are marketing your services. You may not be doing it effectively, but you're doing it.

Whenever you talk to your clients or send them a letter, you are marketing.

Whenever you describe your services to people you meet at a party, you are marketing.

Whenever you call someone you haven't spoken to in a long time, invite a friend to a ball game, or pass out your card to another lawyer at a deposition, you are marketing.

Are you satisfied with the results?

Or do you think there might be room for improvement.

If you want to get more clients and increase your income, if you want to earn more and work less, if you want to take your practice to the next level of success, isn't it time to get serious about marketing your services?

Over 5,000 lawyers are using Referral Magic and every month more lawyers say, "Yes, show me how I can attract more clients and increase my income."

Will you join them? And learn proven ways to generate more referrals, stimulate repeat business, and add profits to your bottom line?

Or will you continue marketing the way you are right now?

Remember, you can try Referral Magic for a full six months. With my Better-Than-Risk-Free money back guarantee, I take all of the risk and the worst that can happen is you'll come out \$6,700 ahead!

What if I'm right? What if I really can show you how to get more clients in a month than you now get all year? How much additional income would that be?

Even if you *only* get one or two new clients per month that you wouldn't otherwise get, wouldn't it be worth it?

Anyway, if you have any questions about this, give me a call at 1-800-361-4724.

I look forward to hearing from you.

Sincerely,

David M. Ward
Attorney at Law

P.S. Don't forget all the FREE bonuses you get when you order within the next TEN DAYS!

With the installment plan, you can get started for less than the cost of one deposition or a couple of billable hours.

Remember, you are already marketing your services. If you're not satisfied with the results, why not do something about it?

More questions? Call me at 1-800-361-4724 or send email to david@attorneymarketing.com.

A lawyer's tale. . . (Does any of this sound familiar?)

Dear Attorney Friend,

I'll never forget my first day of law school. It was the fall of 1976 and I had just entered Professor Martin Wolman's Torts class.

He was in his 50's, with a short white beard and matching colored hair, silver-framed eye glasses, and an open-collared dark blue shirt. As we filed into the room and took our seats, he stood scowling in front of the amphitheater seats, a cigarette dangling from his lips.

He looked like the Devil himself.

Most professors put their name on the blackboard, but not Wolman. As we later heard, this was law school and it was up to us to know if we were in the right room. He was trying to intimidate us, and he was succeeding.

He said nothing. When the seats were filled and the room grew quiet, he dropped his cigarette in the remains of a cup of coffee. The hot ash made a 'ssss sound as it hit the cold liquid, a signal that he was about to speak. When he did, it was like listening to a judge sentencing us to death.

"Look at the person to your left," he said. He spoke slowly, deliberately. Every ear was listening. "Now, look at the person to your right." He began to pace. "Next year at this time," he continued, "one of you won't be here."

We then heard an lengthy "law school is tough" lecture, and about the first-year drop out rate. A young man in the second row made the mistake of giggling, probably out of nervousness. Wolman jumped on him like a hungry jackal on a wild boar. When the tirade was over, the young man was close to tears. Wolman told him he would probably be one of the ones who don't make it.

"You're not in college anymore!" Wolman shouted. We were not to be mollycoddled. If we were to become attorneys, we had better get very serious. And thick-skinned.

He then told us what we would need to do to make it: how cases were to be briefed, how many hours to study, what was expected of us in class. He took great relish in explaining, or rather NOT explaining the Socratic method.

One day, about a week into the term, Professor Wolman approached me and told me he would like to speak with me. He asked me to come to his office after class. Was I nervous? Strangely, no. Even though I had witnessed his Professor Kingsfield-like intimidations, for some reason, I didn't think I had anything to fear.

When I got to his office, he asked me if I had any previous legal experience. It seems I had made the mistake of frequently raising my hand in class, and even worse, when called on, not making a fool of myself. What he really wanted to know, I thought, was why I wasn't afraid of him.

I had clerked for my father before law school, and told him so. He told me that I shouldn't get too comfortable, that school was going to get tougher, and I shouldn't take anything for granted as far as graduating was concerned.

"I know I'll make it," I told him.

Of course he was right. About law school being tough. It's supposed to be. I think those of us who made it expected it to be rigorous, so we were prepared for it. Looking back at your law school experience now, aren't you glad it was tough? That they didn't just hand out diplomas to anyone who showed up?

Professor Wolman told us something else. He told us that after we graduate and pass the bar exam, we would look back at law school and it will seem easy compared to the struggle to earn a living as a practicing lawyer.

He told us about his early days as a practicing PI lawyer, how it had been years before he was able to pay the rent on time each month. He warned us that we should not expect to earn more than a bare subsistence for at least five years.

I did not want to hear this. Law school, I could handle. Three years of busting my hump, okay, but then, when I've got that license in hand, I just knew the clients would be there. I didn't know *how* this would happen, just that it had to happen. No way I was going to suffer for five years. He couldn't be right!

But Professor Wolman was right again.

Getting a legal education does not assure us of success in our profession. Passing the bar guarantees us nothing except the right to call ourselves an attorney. There are no guarantees, no safety net. There is no \$200 an hour minimum wage law for the legal profession. Whether we open our own office or work for someone else, it is up to us to create our own success.

My first year in practice I found out that it didn't matter how smart you were or how hard you worked. Clients don't appear by themselves. You have to bring them in. Wolman had warned us. He'd told us that you have to work to bring in clients and build a practice. What he didn't tell us was *how*.

* *How* do you attract clients?

* *How* do you keep them happy, so they'll return and refer others?

* *How* do you create effective marketing documents?

* *How* do you develop referral sources?

* *How* do you craft a marketing message that tells people why they should hire you instead of any other lawyer?

* *How* do you get your message out to the world without appearing unprofessional?

On the day I graduated law school, I had no answers to these questions. Hell, I didn't even know the questions. I just assumed that if I do good work, word would spread about me and my practice would grow. I'd get cards printed and give them to everyone I know, and ask them to tell their friends about me. How hard could it be? Soon, I would have all the clients I could handle. That talk about five years was for others, not me. . .

What a dope I was.

My first few years were even *worse* than Wolman said it was going to be. It wasn't just a struggle, it was pure hell.

I thought that because I was a "professional," marketing was somehow beneath me. I didn't realize that while law is a profession, it's also a business. A demanding, competitive, make it or break it business. We sell a product (our services). Our customers are called clients, but they're still customers, who have wants and needs. We generate sales, pay our expenses, and earn profits (or losses).

It wasn't until I had experienced the harshness of the real world that I "got it". I finally figured out that everything depends on bringing in paying clients, and that nothing else matters unless you do.

But I still didn't know how to do it. And so for a long time, I earned next to nothing.

I was scared all the time, and frustrated that I had worked so hard but had so little to show for it. When I think about that time in my life, I remember how alone and empty I felt. Even now, as I'm typing these words, in my mind I hear Peggy Lee singing, *Is that all there is?*

Fortunately, I found a way to turn things around. Through sheer luck, I discovered a way to attract a large number of referrals, and my practice took off. Eventually, I developed a complete referral marketing system, and in 1997, I began teaching the system, which I named, "Referral Magic!" to lawyers throughout the U.S.

(Today, more than 5,000 lawyers are using the Referral Magic system to get more clients and increase their income. You can find out about the Referral Magic program and how I developed it, in the Report attached to this letter.)

I remember the day I graduated law school in 1979. After the Dean gave me my diploma, I shook hands with some of the faculty in a receiving line. Professor Wolman was there. He offered me the perfunctory, "Congratulations," and as he did, our conversation three years earlier came flooding into my mind. As I shook his hand, I smiled and said, "See, I told you I would make it." Had he run into me a few years later, I imagine he would have said, "See, I told you it would be tough."

I hope law school continues to be tough. But there's no reason why starting or growing a law practice should be the frustrating, demeaning struggle it is for so many attorneys. I'm pleased to know that Referral Magic is helping so many attorneys find the success they've worked hard to achieve.

I've put some of their success stories on my web site for you to read. You'll hear from some of the many lawyers who have discovered the power of referral marketing. You'll see that they are in many different fields of practice, and have very different backgrounds. If you are serious about your future, I hope you'll join them by enrolling in the Referral Magic program.

Before you do, however, I want to let you know that while the systems and methods I teach can help just about any lawyer in private practice, there are some lawyers I can't help.

I cannot help you if. . .

**** You have unrealistic expectations.** Some lawyers who use my system bring in a lot of business in a very short period of time. This may happen to you. But it is foolish to *expect* results like these. If you demand overnight riches, sorry, this is not what you're looking for.

**** You're lazy.** If you're unwilling to do any work to build your practice, if you're only willing to read about marketing but are not willing to do anything, sorry, my system won't work for you.

**** You are unwilling to try new things.** Many of the lawyers I work with have previously done little or no marketing, and so by definition, almost everything I teach them is new. Those with marketing experience often have to unlearn bad habits and learn how to do things very differently.

If you refuse to try anything new (or do what you're doing differently), or if you're stuck in the "I'm a professional and I shouldn't have to do that," mode, sorry, I won't be able to help you.

**** You insist on reinventing the wheel.** One lawyer I worked with was hard working and intelligent and despite some career setbacks, had a positive attitude. His only problem was that he didn't listen. Although I told him not to, he insisted on spending gobs of money mailing letters to "cold" lists. He thought he knew better, but he didn't know what he was doing and he blew thousands of dollars. If you insist on reinventing the wheel, sorry, I'm not your man.

**** You're desperate.** If you have one nostril above water and you're sinking fast, if you need to bring in \$5,000 by next week or you'll lose your home, if you're down to your last few hundred bucks and need a miracle, you better think of something else.

You can't attract clients if you're in "panic mode." Don't even try. You'll cut corners, you'll take unnecessary risks, and you'll avoid the most powerful practice-building strategies simply because they take a few months to develop and you can't see past tomorrow.

A young lawyer called me about a year ago. He had just gotten a divorce and was in the middle of a bankruptcy. He was sleeping on a friend's sofa in a trailer. He had no office. He didn't even own a suit. He was incredibly depressed (no kidding) but wanted to know if I could help him. I told him that if I showed him how to attract clients, they would take one look at him and run the other way. I told him to get a job and start rebuilding his life, and then give me a call. (He calls me every few months to report on his progress, and it looks like he's going to make it.)

**** You have "no time."** Sorry, but marketing, especially referral marketing, is going to require some of your precious billable time. It takes time to read my materials. It takes time to implement the strategies and techniques. It takes time to make phone calls and write letters and talk to people. It takes time to create new relationships and build your existing ones.

How much time? You must be willing to invest a minimum of one hour per week. No, that's not a lot. But you must do it EVERY week. Consistency is more important than quantity.

If you are unwilling to invest an hour a week to advance your career, please do not enroll in my course.

Still with me? Good. I look forward to showing you how to get more clients, increase your income, and build a successful law practice. If you have any questions about the program, please call me at **1-800-361-4724** (949-888-2800), or send email to david@attorneymarketing.com

Sincerely,

David M. Ward
Attorney at Law

P.S. My web site: <http://www.attorneymarketing.com>

100% Money Back Guarantee

As lawyers, we worry about everything. So I know you would like some assurances from me before you enroll in my program. Fair enough. I am prepared to absorb all of the risk in this transaction and give you not just one, but TWO guarantees:

Guarantee #1: Examine The Referral Magic Program for two full months. Learn all of the powerful marketing secrets that helped me quickly build a \$300,000 a year income. Discover the hundreds of marketing strategies and techniques you can use to get more clients and increase your income. Find out how other lawyers are getting more referrals and how you can duplicate their success.

If for any reason you aren't totally convinced that The Referral Magic Marketing Program is worth *at least* ten times it's cost, I insist that you return the course for a full refund (less s/h). It's simple, if you aren't happy, you get your money back, no questions asked. And if you do send it back, I want you to keep all five Special Reports and the value of any consultations you have obtained as my gift, my way of saying, "Thanks for trying the program."

\$10,000-\$15,000 Earnings Guarantee!

Guarantee #2: Try out the strategies and techniques in Referral Magic for up to **SIX MONTHS** from the time of enrollment. Use the system in your practice. Try the techniques with your clients and your referral sources. Put my system to the test and watch what happens as new clients start rolling in.

I know you will be thrilled with the results! In fact, I'm so certain that Referral Magic will skyrocket your earnings, I'll do something no one else would dare to do, I'll guarantee your success:

If, after six months of using The Referral Magic Program you have not earned **AT LEAST \$10,000** (\$15,000 Deluxe System) in **additional income** (that's net – *after* expenses), you can still return the course and get a refund. All you have to do is send me proof that you tried any two strategies or techniques from the course (out of the hundreds you get), and if you can honestly say you did not earn a minimum of \$10,000 (\$15,000 Deluxe System) in additional income as a result, send the course back, I'll send you a full refund (less s/h), and we'll part friends. (And yes, you can keep the five Special Reports and the value of any consultations you have obtained.)

Yes, I guarantee your satisfaction AND your profits. I stand behind The Referral Magic Program because I know it works. Since 1997, I've watched thousands of attorneys like you bring in millions of dollars in new business. Referral Magic worked for them – and that's how I know it will work for you.

Read the testimonials and success stories I've sent you and see for yourself. Listen to what other attorneys say about the program, how it is helping them build a successful practice. Then join them!

Remember, you've got nothing to lose and everything to gain. Enroll in The Referral Magic Program today and six months from now you will be **AT LEAST \$10,000 to \$15,000 richer** (and maybe \$83,333.33 richer in sixty days – see Mitch Jackson's story), or you get your money back.

Call my office at **1-800-361-4724** and enroll today.

Sincerely,

David M. Ward
Attorney at Law

P.S. To get all your bonuses, make sure you enroll by the deadline stamped on the front of this form.

P.P.S. Still have questions? Call me at 949-888-2800 or send email to david@attorneymarketing.com

“Referral Magic!” No Risk Enrollment Form

YES! David, this is exactly what I need! Please enroll me in your referral marketing program for lawyers and immediately send me all course materials, including, **“Referral Magic: The Complete Guide to Attracting New Clients and Developing a Successful Law Practice!”** I understand that I will receive the complete 300 page manual, including all the forms, checklists, scripts, letters, and step-by-step instructions I need to get more referrals from my clients, former clients, referral sources, and a slew of others!

YES AGAIN! I'm taking advantage of your early bird special & enrolling within **TEN DAYS**, so please include all of my **FREE BONUSES** worth \$3,032 to \$9,006:

BONUS #1	<u>Wake Up The Marketing Genius Inside You!</u>	(\$295 Value)	Basic & Deluxe
BONUS #2	<u>The Marketing Smorgasbord</u>	(\$395 Value)	Basic & Deluxe
BONUS #3	<u>Insider Secrets To A Million Dollar Practice!</u>	(\$249 Value)	Basic & Deluxe
BONUS #4	<u>Referral Magic Quick Start Tape</u>	(\$49 Value)	Basic & Deluxe
BONUS #5	<u>Referral Magic Quick Start Guide</u>	(\$99 Value)	Basic & Deluxe
BONUS #6	<u>The Lawyers' Marketing Toolkit</u>	(\$495 Value)	Basic & Deluxe
BONUS #7	12 Fax/Mail/Email Consultation Certificates	(\$1,200 Value)	Basic & Deluxe
BONUS #8	5 Special Reports	(\$250 Value)	Basic & Deluxe
BONUS #9	<u>The Lawyers' Marketing Toolkit, Vol. II</u>	(\$595 Value)	Deluxe Only
BONUS #10	Forms & Model Letters on Diskette	(\$129 Value)	Deluxe Only
BONUS #11	12 Addt'l. Fax/Mail/Email Consult. Certs.	(\$1,200 Value)	Deluxe Only
BONUS #12	6 Phone Consultation Certificates	(\$1,800 Value)	Deluxe Only
BONUS #13	3 Document Critique Coupons	(\$2,250 Value)	Deluxe Only

Wow, what a deal! *Plus*, there's no risk with your **100% MONEY BACK GUARANTEE!** I have up to **SIX MONTHS** to try the system, and if I don't earn at least \$10,000 in extra fees and profits, I can return the course to you for a full, 100% refund. (See guarantee for details.) What's more, if I do return it, **I get to keep all five Special Reports just for trying your referral system.** I can't lose! On that basis, here is my order:

Name _____

Street Address _____ Suite _____

City _____ St. _____ Zip _____

Phone _____ Fax _____ e-mail _____

DELUXE SYSTEM (\$9,006 in Free Bonuses!): Only \$1,427 plus \$42.95 s/h = **\$1,469.95** (\$1,583.87 in Calif.)
Installment payments are: \$399.70 now (\$513.62 in Calif), plus \$356.75 in 30, 60 and 90 days. If paying by check, second, third, and fourth payments may be post-dated, but **must accompany order.**

BASIC SYSTEM (\$3,032 in Free Bonuses!): Only \$947 plus \$29.95 s/h = **\$976.95** (\$1,052.67 in Calif.)
Installment payments are \$345.61 now (\$421.33 in Calif.) plus \$315.67 in 30 days, \$315.67 in 60 days. If paying by check, second and third payments may be post-dated, but **must accompany order.**

CREDIT CARD: ___ VISA ___ MC ___ Amex ___ Discover ___ **One payment** ___ **Installments**

Card # _____ Exp.: _____

Signature: _____ Today's date: _____

Make checks payable to **ATTORNEYMARKETING.COM**. Outside U.S., call or email for shipping rates.

- **FAX** this form to **(949) 888-6488**, any time, 24 hours a day, or email (orders@attorneymarketing.com), **OR**
- **MAIL** to: David M. Ward, 31441 Santa Margarita Parkway, Suite 330, RSM, CA 92688, **OR**
- **CALL 1-(800)-361-4724** (949-888-2800) Mon. - Fri., 8 a. m. to 5 p. m., West Coast Time

Thank You!

Questions? Please call (800) 361-4724 or (949) 888-2800 or email info@attorneymarketing.com

To see what other attorneys say about the **Referral Magic!** program, go to <http://www.attorneymarketing.com> and click on the links for “testimonials” and “success stories”.

To ORDER **Referral Magic!**, print the attached Enrollment Form and mail or fax. Or, simply call (800) 361-4724 or (949) 888-2800. Or, to order **Referral Magic!** online, go to <http://www.attorneymarketing.com/referralmagic/order.htm>

Remember, when you enroll in the Referral Magic! program within TEN DAYS, you get thousands of dollars in bonuses.

I look forward to hearing from you.

All the best,

s/

DAVID M. WARD
Attorney at Law