

The wife of a 70-year-old medical malpractice client made a very chilling comment recently. That comment impacts the entire legal profession regardless of specialty. Here's why...

Dear (name),

I know a 70 year-old man who lives in Tampa, FL. Recently he was accidentally connected to an IV that dripped a stomach antacid into his vein instead of the prescribed medication. Naturally, the family was concerned. They decided to seek legal advice when they felt pressured to sign a release and settlement offer that the hospital's Risk Management department presented to them.

You would expect a family to seek legal counsel under such circumstances, wouldn't you?

But I'll bet that you wouldn't expect what happened next...

The patient's wife turned to her daughter and said: **"Have your husband get on the Internet and find me a lawyer who handles medical malpractice cases."**

What's especially chilling for many law firms today is what the wife didn't say...

- She didn't say "Go get the telephone book and find me a lawyer who handles medical malpractice cases."
- And she didn't say "What's the name of that lawyer who advertises on TV all the time?"

Like millions of consumers who used to turn to telephone directories or rely on television advertising, **the prospective client turned to the Internet for a solution even though she is nearly 70 years old!**

Here's why...

A report released on September 27, 2005 by PricewaterhouseCoopers (PwC) carried an important message for the legal community and for businesses and professionals in general. I'll highlight one sentence that you really need to read.

"The consistent growth in overall revenues shows marketers may be shifting more of their total advertising budgets to online. This is a natural development as **research shows more consumers are spending a larger percentage of their media time online**, while the flow of advertising dollars follows."

"Media time" used to mean time spent watching television, listening to the radio, and reading the newspaper. Now, consumers fulfill more and more of those needs online.

You are running the risk of having your law firm slip into relative obscurity regardless of what other advertising you may be using IF you do not have an online presence.

It doesn't matter what your legal specialty is. People in the area that you serve are using the Internet to search for legal assistance every day. Will they find your law firm? Will you have a

fair chance of gaining a new client, or will they go somewhere else because you have no significant Internet presence?

Despite the fact that there are three major law firms in the Tampa area that spend thousands upon thousands of dollars on television advertising, my friend's family ended up contacting a relatively small firm that they found on the Internet.

That's because the firm had a web site that explained all of their services. It also explained how it worked with new clients, and what the anticipated costs might be. The web site also had some relevant articles and general information about the firm's members, after hours emergency contact information, etc.

It was the client's ability to research the firm without the pressure of having to talk to a representative that won the firm a new client.

You do not need to be an Internet expert to move your firm into the Internet mainstream.

You can start getting your share of the new clients who are turning to the Internet to find legal representation.

Discover how fast and easy it can be for your law firm can have a professional and informative Internet web presence. You don't have to know a thing about Internet technology. You won't have to lift a finger. We do it all.

Call (firm name) today at (phone) and let us show you how we go about designing and implementing web sites for law firms. Or, if you're like my friend's family and you prefer to find out about us online first, visit our web site at (URL).

If you authorize us to create your web site before (date), we'll register your firm's domain name for free (subject to its availability), and we'll host your web site free for 12 months. That's a (dollar) value, but it's yours free.

The Internet is making a significant difference in how people hire lawyers these days. Don't miss out on your fair share of growth just because you don't have a website.

Call (phone) or visit (url) now. You can be online in just days.

Sincerely,

xxxxxx

P.S. Remember: People are turning away from traditional media when looking to hire professionals.

Even Senior Citizens use the Internet to replace traditional telephone directories and advertising media. If your firm is not on the Internet, you are losing business.

You can get your domain name registered for free, along with 12 months of free hosting, when you let us build your law firm's Internet presence. But hurry. This offer expires on (date).