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**“All The Materials That You Will Ever Need To  
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**“Once You *Give* People What *They Want* And Market To  
Their *Needs*, You’ll Have The Market Cornered!”**

**Volume I Turn-Key Computer Disk  
Medical Malpractice Module...**

***“Eliminate Your Competition...Because It’s A Jungle Out There!!!”™***

By

**John Rubio**

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*There Are Untold Millions Of American's Who Receive The Wrong Medical Treatment, Diagnostic Procedure, And Medication Which Can Lead To Serious Injury Or Even Death...!*

***“Marketing For Medical Malpractice Clients Using A Non-Threatening Strategic System Can Add Millions Of Dollars To Your Bottom Line Every Year!”***

**MEDICAL MALPRACTICE TURN-KEY  
MARKETING MODULE WITH SAMPLE ADS,  
FREE REPORT, FOLLOW UP LETTERS,  
AND POSTCARDS.**

## AD # 1 -

### **Warning!**

**“If You’ve Been Injured As A Result Of A Doctors Neglect, Don’t Even THINK About Speaking To Anyone Until You Read This Shocking FREE Report...!”**

**Lakewood, NJ** – This revealing new report written by local attorney explains in detail why medical malpractice claims get settled fast, easy settlements to try and ripped off injured patients by huge profit motivated insurance companies **UNNECESSARILY and what you can do about it!** Don’t suffer needlessly again by being injured by a doctor then left with a permanent disability.

Did you know there are 4 common tactics insurance companies use not to pay claims? ALSO, learn shocking secrets insurance company lawyers don’t want you to know! (GUARANTEED to flat out *shock and outrage* you!) For all the facts call for your **FREE Report by calling 1-800-000-0000 For A 24 Hour Free Recorded Message!** This is a limited offer, so call right now.

Law Firm Of \_\_\_\_\_, Esq.

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## AD #2 -

### **WARNING:**

If You’ve Been Hurt By A Doctor...!  
Don’t Do Anything Until You Read This Shocking  
Special Report...

**Lakewood, NJ** - If you or someone you know has been injured by a doctor, don’t call or speak to anyone until you receive your FREE copy of our special Report. Discover why most injured patients don’t receive just and fair settlements and what defense lawyers don’t want you to know. **To receive your Free Report call 1(800)000-0000 for a Free 24 Hour Recorded Message.**

Courtesy of The Injury Law Firm of \_\_\_\_\_, Esq.

## AD # 3 -

**Warning!**

### **“Local Attorney Exposes Why Most Injured Patients Don’t Receive Just Medical Malpractice Settlements While The Doctor Gets Off Scott Free....”**

**Lakewood, NJ** - Did you know insurance companies make even bigger profits by NOT settling injury claims? Yes, it's TRUE! If you or a loved one has been injured by a doctors neglect you may be entitled to a large cash settlement! Before you speak to anyone, make sure you receive your FREE copy of our Special Report that reveals shocking “inside” secrets insurance companies don't want you to know. To receive your FREE copy, **call 1-800-000-0000 for a FREE 24 Hour Recorded Message.** This one phone call could be the most important call you make all year. REMEMBER THE CALL IS FREE AND SO IS THE REPORT so call RIGHT NOW!

Law Office of \_\_\_\_\_, Esq.

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## AD # 4 -

*If you or someone you know has recently been injured by a doctor read this...*

### **Unfortunately With All The High Tech Medical Equipment Patients Still Get Injured. New Free Report Just Published Reveals.**

**Lakewood, NJ** –Local attorney now tells all in this shocking Free Special Report; “What Medical Malpractice Insurance Companies Don’t Want To Injured Patients To Know.” Before you call anyone make sure to call the free 24 Hour Recorded Message Line to request your free copy of this revealing Special Report without speaking to anyone. To receive your Free Report call **1(800) 000-0000 for a FREE 24 Hour Recorded Message.**

Law Office of \_\_\_\_\_, Esq.

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## AD # 5

*Have You Been Injured By Your Medical Doctor?*

### **New Jersey Lawyer (Use Your State) Exposes Shocking “Inside” Secrets Medical Malpractice Insurance Companies Won’t Tell You And Don’t Want You To Know!**

1. What if you were injured by your doctor and now his/her Medical Malpractice insurance company offers you a quick settlement and what you can do about it!
2. **WARNING!** What to NEVER EVER DO after being treated by a doctor who injures you! (Not one in a thousand people have ever even heard of this!)
3. How to receive a just settlement you can live with and not resort to sign away your rights!
4. How a simple secret reveals exactly what you need to know to receive a maximum settlement!
5. The #1 BIGGEST secret revealed about insurance companies lawyers and why they want to offer you a FAST settlement!
6. Amazing MYTHS, misconceptions and dangerous advice you should know – GUARANTEED to flat out SHOCK & OUTRAGE you!

**To Get Your FREE REPORT Call**

**24 Hours for a FREE RECORDED MESSAGE:**

**1 (800) 000-0000**

Law Firm of \_\_\_\_\_, Esq.

## AD # 6 -

**WARNING!**

**“If You’ve Recently Been Injured By A Doctor...Don’t Speak To Anything Or Sign Anything Until You Read This Special Report.”**

**Lakewood, NJ - Free Report Reveals “Inside” Secrets Insurance Companies Don’t Want You To Know!** Each year thousands of injured patients receive unjust medical malpractice settlements due to medical politics and profit driven insurance companies, until NOW! This shocking FREE Special Report exposes the real “inside” secrets insurance companies won’t tell you and hope you never find out, to receive your free copy call **1(800)000-0000 for a FREE 24 Hour Recorded Message.** Remember, the call is FREE so is the report.

From the Accident & Injury Law Firm of \_\_\_\_\_, Esq.

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## AD # 7 -

*Urgent Notice To Residence Of Ocean County...*

**“If You Or Someone You Know Has Been Recently Injured By A Doctor Within The Last 6 Months, Don’t Do Anything Until Your Order Your FREE Copy Of This Shocking Special Report!”**

**Lakewood, NJ** – New Special Report has just been written by local attorney that explains in details why medical malpractice claims don’t receive a proper settlement. The reason why you went to a doctor was to feel better, and not end up with a permanent injury. **You could be entitled to a huge cash settlement!** Did you know there are 4 common tactics insurance companies use to not pay claims to injured patients? Shocking secrets insurance company lawyers don’t want you to know! (GUARANTEED to flat out *shock and outrage* you!) For all the facts call for your **FREE Report by calling 1-800-000-0000 24 Hour Free Recorded Message!** This is a limited offer so call now.

Law Firm Of \_\_\_\_\_, Esq.

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## AD # 8 -

*Free Report To Anyone Who's Been Injured By A Doctor Asks...*

### **“With Today’s Advances In Modern Medical Technology Why Would Any Patient Be Injured By A Health Care Provider?”**

**Lakewood, NJ** – It’s hard to believe, but it’s true. Everyday unsuspecting patients receive the wrong diagnosis, treatment, and medication from doctors who are over worked, due to change in the health care delivery system. Unknowingly patients fall victim to misinformation that end up complicating there health. How can you keep this disaster from happening to you?

Now you can protect your rights as an injured patient by ordering your **FREE** copy of our Special Report entitled, “Inside Secrets Health Care Malpractice Companies Won’t Tell You.” If you’ve been recently injured by a doctor not knowing anyone of these 5 secrets when signing an insurance release form can affect your benefits by thousands of dollars leaving you to continue suffering in pain.

Call NOW for a **FREE 24-Hour Recorded Message Helpline at 1(800) xxx-xxxx** to request your **FREE** copy of this Special Report without speaking to anyone. It’s helped thousands of people keep their peace of mind during this traumatic time in their lives. Call now before it’s too late!

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## AD # 9 -

*Attention Residence Of Lakewood...*

### **“IF YOU’VE BEEN INJURED BY AN HMO, HOSPITAL OR DOCTOR YOU NEED A CRASH COURSE ON YOUR LEGAL RIGHTS!”**

**Lakewood, NJ** – Attention, If You Or Someone You Know Has Been Injured By A Doctor In The Last 3 Months, Don’t Speak To Anyone Until You Receive Your FREE Copy Of Our Shocking Special Report. This Report Exposes Inside Secrets You Need To Know Before Signing Any Release Form Or Insurance Document. To Receive Your **FREE** Special Report Just Call **1(800) 000-0000 for a FREE 24 Hour Recorded Message Hotline**. Call Anytime Of The Day or Night Without Speaking To Anyone. Remember, Both The Call And Report Are **FREE** So Call Right NOW!

Courtesy of The Accident Injury Law Firm of \_\_\_\_\_, Esq.

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## AD # 10 -

*Finally Patients Who've been Injured By A Doctor Can Better Understand What's Going On...*

**“If You’ve Received An Incorrect Diagnosis, Treatment, or Medication,  
Call Our Free 24 Hour Recorded Help Line That Reveals Helpful Inside  
Secrets Medical Malpractice Insurance Companies  
Don’t Want You To Know!”**

**Lakewood, NJ** – FREE REPORT reveals shocking inside secrets medical malpractice defense lawyers don't want you to know. Call for a FREE 24 hour recorded help line to find out how to receive a proper and just settlement. Every year thousands of unsuspecting patients put their trust into doctor's hands. But what if something goes wrong? What are you supposed to do, and what step should you take to protect your rights? If you've been given a wrong diagnosis, treatment or medication don't let another day go by without knowing every option available to you. Before you talk to anyone or sign any insurance document, call the **FREE 24 Hour Recorded Consumer Hotline at 1(800) xxx-xxxx.**

Law Office of \_\_\_\_\_

2001 ELPDG, Inc.

**SAMPLE FREE MEDICAL MALPRACTICE REPORT!**

***Here's The Special Report You Requested From My Office...***

*If You've Been Given The Wrong Diagnosis, Wrong Treatment, or Wrong Medication  
Don't Do Anything Until You Read This...*

**“SPECIAL REPORT NOW EXPOSES HIDDEN SECRETS  
HMO's, HOSPITALS, DOCTRS AND MEDICAL  
MALPRACITCE INSURANCE COMPANIES HOPE  
YOU NEVER FIND OUT!”**

By

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Medical Malpractice, Automobile Accident, and Workers' Compensation Law

**SPECIAL “FREE REPORT” EXPOSES:**

***“INSIDE SECRETS HMO’S, HOSPITALS,, DOCTORS, AND MEDICAL MALPRACTICE  
INSURANCE COMPANIES DON’T EVER WANT YOU TO KNOW ABOUT OPENING  
A MEDICAL MALPRACTICE CLAIM.”***

Dear friend,

If you’ve recently been injured as a result of a medical procedure, diagnosis, treatment, or medication, you’re probably confused or worried about what steps you need to take next and have lots of questions on your mind like:

- How am I supposed to pay my bills if I can’t work because of the medical injury?
- What if I end up with a permanent medical disability and can no longer return to work?
- What if I can no longer have normal sexual relations with my spouse as a result of the medical procedure?
- What if the medical malpractice carrier wants to offer me a settlement...what should I do?
- What if I can no longer drive a car as a result of the medical procedure?
- Do I really need a lawyer to represent my case or can’t I just settle this on my own?
- How will I know that the lawyer I’ve chosen to represent my case is the right lawyer for me and will he/she be a strong willed and be able to fight for my rights?
- If I open a medical malpractice claim against the hospital, HMO, or doctor (s) how long will it take to settle my claim?

If you currently have any of these concerns, then please keep reading this special report. Hello, my name is Dennis E. Block years. I have settled over hundreds thousands of dollars in medical malpractice claims in the past 13 years.

Since being involved with the legal system, I’ve seen, hard working, honest, unsuspecting people being taken advantage of (that’s right, taken advantage of) by uncaring insurance company lawyers who

(turn the page)

are forced to take sides with the insurance carrier because that's their job. While doctors say "I'm sorry I hurt you, you'll get better in a couple of months or years."

If you've been recently injured from a medical procedure, or given an incorrect diagnosis, which led to the wrong medication. There are some "facts" you absolutely need to know. This Special Report details some of these critical facts you want to be aware of in order to ensure you protect your legal right and obtain the proper settlement.

Over the past 13 years, I have encountered many people who have suffered from all types of injuries, ranging from motor vehicle, work related and incorrect treatments that lead to serious injuries. Some of these people never went out to seek the legal advice because they didn't know if they had a claim to begin with. And were intimidated to see a lawyer.

They don't want to open a claim against their doctor because they think that by placing a lawsuit against a health care provider they'd be tarnishing the doctor's reputation. Each year, I hear of hundreds of cases where patients are seriously injured by incorrect medical procedures, and given dangerous medications that would help cure a certain condition, but if given to the wrong patient could lead to death. In this day and age, doing nothing at all is one of the worst things you can do.

I consider myself to be a fighter, someone who looks out for the small guy. That's why I have taken the time to sit down and write this Special Comprehensive Report and offer it for FREE to anyone who asks.

It makes me sick to my stomach seeing how injured people get cheated out of what they rightfully deserve because they were intimidated by a big insurance company lawyer, who made them feel that they were doing something wrong against the doctor.

Then to be "SOLD" an unfair settlement by the insurance adjuster because they thought they might lose their case if they needed to go to trial. It's hard enough to make ends meet these days and getting injured by a health care provider shouldn't make matters even worse.

## **CAN THIS BE HAPPENING TO YOU?**

Take for example, Emmanuel one of my clients. Emmanuel is a child of three (3) years old. His mother had previously delivered two (2) other children prior to the birth of Emmanuel three (3) years ago. All of Emmanuel's siblings were extremely large babies of ten or more pounds and were delivered by C-Section. Emmanuel was an extremely large baby in excess of ten (10) pounds.

Emmanuel's mother desired to deliver him by natural child birth and expressed this desire to her ob/gyn. Her doctor advised her that this would be possible, however if complications developed the delivery would have to be done by C-Section. This advice occurred at the last meeting between Emmanuel's mother and her doctor.

Emmanuel's mother went into labor early and she contacted her doctor's office and advised them that she was in labor. They advised her to go to the hospital for delivery. They also advised her that her regular doctor was unavailable and that one of the other doctors on staff would meet her at the hospital for delivery.

Upon arriving at the hospital she was met by one of the doctors of her ob/gyn group. She began labor and was attempting to deliver naturally when complications developed. The doctor delivering the baby had not reviewed his associate's records regarding Emmanuel's mother prior difficult births and did not know that if complications developed that a C-Section would be required. The staff of the doctor's office never advised the doctor delivering Emmanuel that should complications develop then a C-Section would be required.

Complications developed and Emmanuel became stuck in the birth canal. The doctor delivering Emmanuel did not do a C-Section. He attempted to do all of the standard delivery procedures to free Emmanuel from the birthing canal. However, he was unsuccessful and while performing one of these procedures he severely injured Emmanuel's right shoulder.

As a result of the injury Emmanuel is left with a permanent injury requiring rehabilitation and physical therapy for life along with vocation and occupational therapy for life.

Emmanuel's mother asked a good friend if she knew of any lawyers. Her friend sent her to a lawyer she once used for a divorce she had several years ago. She said, "he really knows his stuff." Well to make a long

story short, this attorney told her that he really didn't handle these kinds of difficult cases and that she should seek a medical malpractice attorney to see if the doctor was at fault. She read one of our ads in the local paper and we took her case. She was desperate and came to our office, where we did some research. We hired a private investigator to ask some questions and dig up the claim records. We moved ahead and placed the company on notice.

Fortunately for Emmanuel his mother came to see me before signing his rights away to the insurance company or just going with the flow, just because she was afraid of doing anything. She could have easily taken a quick (and inadequate) settlement.

*“Are you counting on a big insurance company to tell you the truth?”*

## **NO MIRACLES...JUST *HARD* WORK!!!**

Now, I didn't work any special miracle on Emmanuel case. I just did my job as a lawyer. First of all, I did what I was supposed to do and that is to protect my client's interests. I did my homework and investigated her claim, knew the law, I sent Emmanuel to the proper medical specialist then I held my ground for my client. That way this case didn't end up taking years to settle and Emmanuel was able to take her settlement money to see seek the proper medical treatment.

You see the tragedy in all this is there are a lot of people out there just like Emmanuel Where every year thousands, of people are injured by doctors. In some way or another, they're injured all over again by those BIG insurance companies who won't settle a claim because an *incompetent* doctor made a mistake.

I hate to admit it, but incompetent doctors hurt more patients every year than we actually know because of medical record cover-ups. Where doctors will help each other by covering for one another, while the only people who truly suffer are the patients.

**How Can HMO's And Hospitals Get Away With It...?!?!**

It's hard to believe that we live in a society where money and big profits motivate major health insurance carriers and health care institutions over providing "quality" health care to patients. I mean when you think about it, we have the latest medical technology from MRI, CAT scans, to nuclear medicine yet more and more people get injured every year from procedures that were incorrectly given.

The harsh reality is that the BIG, STRONG AND POWERFUL insurance companies often try to force injured patients to accept lower settlements for their injuries than they truly deserve. The truth of the matter here is that insurance companies are in business to make money and the less they pay, the more profit they get to put into their pocket.

All too often medical mistakes could have easily been avoided. Many of these cases happen each and every year, with hundreds of injured patients recovering with far less than they are entitled to receive. *The sad part about all this is that they're now forced to live this way for the rest of their lives while the guilty party gets to practice medicine with out a problem.*

## **Please don't let this happen to you...!**

### **How To Avoid Being Taken Advantage Of When Injured By An HMO, Hospital or Doctor?**

I may catch some slack for this next statement, but I don't care. I've got to tell you. It's the truth and it needs to be said. Receiving an injury isn't the only damage you may receive. Each year dozens of injury claims get lost because the patient didn't want to open a claim against their family doctor and the records were "miss placed" or lost. Unfortunately, this kind of news doesn't get too much attention in the local newspaper.

But it happens all the time!

When you've been injured due to the negligence of someone else, taking a quick settlement to stay quite could be the worst thing you can do.

### **SO WHAT CAN I DO ABOUT YOUR INJURY CLAIM?**



The first thing I want to tell you, *free of charge* is that there are certain deadlines to file claims for medical malpractice in this state. The following is a general statement about *some* deadlines for *some* types of cases:

- Motor Vehicle Accident: 2 years
- Slip and Fall: 2 years
- Product Liability: 2 years
- Claims against government entities: 90 days notice to the entity from discovery of claim.

**WARNING:** THESE ARE GENERAL STATEMENTS OF LIMITATIONS. THERE ARE MANY EXCEPTIONS AND YOU SHOULD CONSULT A LEGAL “EXPERT” CONCERNING YOUR PARTICULAR CLAIM AND THE STATUTE OF LIMITATIONS AND ANY APPLICABLE EXCEPTIONS.

### **WHAT ARE YOU ENTITLED TO?**

Generally speaking, under New Jersey State Law, if you are involved in an accident or are injured through no fault of your own, you are entitled to recover the following damages:

- Pain and Suffering: Ordinarily, the most “valuable” element of your bodily injury claim is the right to compensation for all “pain and suffering” you have sustained and will endure as a proximate result of your injury. These are your “general damages” and may run far in excess of your “special damages” (e.g., earnings loss and medical expenses).
- Loss of Earnings: You are also entitled to recover the reasonable value of working time loss on account of the injury. Thus, wages, commissions, bonuses and all other earnings and fringe benefits that you have lost or probably will lose in the future (“future earnings” damages) are compensable damage’s elements.
- Medical Expenses: You are entitled to recover the reasonable portion of your medical expenses that have been incurred and that are reasonably certain to be incurred in the future as a result of the injury. These expenses include past (already-incurred) medical expenses, as well as future medical expenses, which may be the product of the original injury or may result from an increased susceptibility to future injury because of the accident in question.

- Impaired Earning Capacity: “Impaired earning capacity” damages are closely related to loss of future earnings damages. It is often simply an alternative way of compensating you for future earnings loss (discussed above). Technically, “impaired earning capacity” refers to the extent to which the injury has interfered with your ability to advance to a better paying position or an alternative career. The damages, in effect, compensate you for injury to your earning power.

**CAUTION: *THERE HAVE BEEN SOME RECENT CHANGES IN NEW JERSEY LAW, WHICH OUTLINES THESE DAMAGES. YOU SHOULD CONSULT WITH AN ATTORNEY WITH RESPECT TO THESE CHANGES.***

Please don't let this come as a surprise to you, but there is strong possibility that the insurance company for the doctor *will try to get you to accept to a lesser amount than you deserve.* As I mentioned earlier, insurance companies are in the business of making money, not paying you. The more money they keep, the more money they make.

### **WHERE DO WE GO FROM HERE?**

In my experience, the only way to avoid being taken to the cleaners is to hire the most *competent, aggressive and strong willed* attorney you can find!

The only problem is, there are so many lawyers out there! How will you know the lawyer you have is going to be the most *competent, aggressive and strong willed* attorney you can get?

### **EXPOSED MYTHS YOU NEED TO KNOW...**

The truth of the matter is that if you've been injured, you will only get *one chance* to get the compensation you deserve. One of the most important decisions you make in your lifetime will be the lawyer you choose to take on this task. That's why I'm going to expose some of these myths about lawyers. That way you can have a better chance at making the right decision that will affect your life.

**MYTH #1: EVERY ATTORNEY HAS ABOUT THE SAME AMOUNT OF EXPERIENCE AND TRAINING.**

This has to be one of the biggest myths today. The fact of the matter is experience and training differs greatly from attorney to attorney. Some attorneys may have years and years of experience drafting wills, and shuffling papers in real estate transactions. Why would you want that lawyer representing you in your personal injury case? If you've been injured, you don't want some paper pusher on your side!

The lawyer that you will hire for your personal injury case should have a "proven" track record of taking cases like yours to court in front of live juries and **WINNING!**

Many attorneys have lots of cases, but they would never take them to trial! Many lawyers prefer "out of court settlements," primarily because they don't have the skill to take their cases to trial, even if they are offered less than the case is worth. You can bank on the fact that those BIG insurance companies know this and take gambles with these soft attorneys. Those BIG insurance companies will never offer you what you truly deserve knowing that your lawyer will never take your case to trial and doesn't have the skills necessary to try a case in court.

Please don't be bashful at asking these tough questions; "How many cases have you taken to court? How many have you won? How many years of experience do you have as a trial lawyer?" These are the kinds of questions you better be asking any lawyer. **These questions I would welcome to take on and answer.**

Every professional needs experience, why let someone gain experience on your dime? Remember that the law profession is like any other profession when it comes to experience. When you need help, make sure it's the best help available so you can get the most benefit from it.

**MYTH #2: IF A LAWYER IS ON TV, HE MUST BE GOOD.**

Of course, this is a false statement. Unfortunately, just because a lawyer appears in TV 1-800# commercials, doesn't make them qualified to handle personal injury cases.

Believe it or not, there are some lawyers who advertise on TV, who have *never tried a personal injury case!* Some lawyers who advertise on TV don't even appear on the commercial themselves, but hire *actors*. Or even worse, some lawyers pay a national promotion company to run 1-800 # commercials in their area sending

them the calls. Please don't be fooled by those slick commercials. If a lawyer doesn't have the right tools and experiences that you're looking for, then ***don't hire him/her.***

If you do talk to a lawyer who advertises on TV, then ask him/her the very same questions you would any other lawyer, "How many cases have you taken to jury trial? How many have you won? How many years of experience as a trial lawyer do you have?"

If all a lawyer had to offer was a slick TV 1-800 # commercial, do you want to trust one of the most important decisions of your life to that kind of lawyer?

**MYTH #3: ALL LAWYERS ARE SKILLED IN THE ART OF NEGOTIATING.**

You guessed it, wrong statement again. Some of the worst negotiators I've ever seen have been lawyers! If you've ever dealt with a big corporation, you know they can be intimidating and play hard ball. They don't mess around when it comes to losing money.

You need a lawyer who knows where the weaknesses are in those big companies. Knowing how to negotiate effectively at driving a hard bargain. Someone who has been head to head in hundreds of "high powered" negotiations involving hundred of thousands of dollars every year. I would also recommend that you get a lawyer who has actually worked for these companies and knows the ins and outs of these companies. What tactics they will use, where their weaknesses are? Having been on *the inside* learning their tricks!

The truth of the matter is, most personal injury cases are settled out of court. If you don't have a lawyer who knows the fine "art" of negotiation, you could get taken for a ride or should I say get ripped off!?!

**MYTH #4: ALL LAWYERS HAVE THE SAME ABILITY TO WRITE AND ORGANIZE THE FACTS.**

Absolutely wrong! Some lawyers have so many cases they hardly ever look at the file and they hardly talk to their clients! Just try to get one of those busy lawyers to return your phone call, let alone a quick call from his paralegal. These law firms are what we refer to in the industry as "mills," "factories" or "assembly lines." These lawyers hire paralegals to do most of their work.

The bottom line here is, no matter how big or small your case is, *it's important to you!* You need to have a lawyer on your side that is 100% committed to providing quality, personal service and detailed attention to all of his clients. A lawyer who will treat your case with the utmost importance *it truly deserves.*

**MYTH # 5: JUST BECAUSE A LAWYER SAYS HE GOES TO TRIAL  
DOESN'T MEAN HE GOES IN FRONT OF A JURY!**

No, in fact just because they say they're a trial attorney, doesn't mean that they take cases in front of a "live" jury. They can appear in front of a judge presenting their case. Just think about how difficult is to convince 12 people verse 1. What skill level is needed to communicate in front of 12 jurors? First of all, you need nerves of steel and you better be prepared, because you only get one shot in front of a jury to look confident.

**ONE THING YOU REALLY DON'T WANT IS TO BE PRESSURED!!!**

You must be careful in making an "educated" guess before choosing the right attorney that can handle your case. You can't make a good decision if you're under the gun being PRESSURED!

One of the reasons I wrote this special report was to see if I could help. I would like to tell you about your legal rights and answer all your questions *without pressuring you.* Moreover, I will do this completely free of charge!

Why would I offer you a free of charge consultation? Because I feel that we should meet to see how I can help. During this one-on-one interview we'll talk about your personal injury, about your legal rights and what course of action should be taken. I'm willing to answer any questions you may have about my background and legal experience including the number of cases I've taken to court in front of "live" juries. It's my sincere hope is that during this interview, I can help you:

- 1) Find a way to get compensated for your injuries.
- 2) Find out if the big insurance companies you are up against is withholding benefits from you. Or, are these big insurance companies pressuring you to make a wrong decision for a quick settlement?
- 3) You may be exposed to unnecessary risks you may not know exist and it could spell disaster for you, just like the Titanic heading towards the iceberg, unaware of the eminent danger.
- 4) AND LOTS MORE!

Remember that you are under no obligation, no one will pressure you! I don't know about you, but I hate it when I get pressured into doing something I really don't want to do.

That's why I won't do that to you. I treat everyone with the same respect and courtesy that I expect back in return. As I mentioned earlier, you will not be obligated to me in any way, shape, or form!

I just want to create an open forum where you talk freely and comfortably with someone who cares about how you feel and is an expert in these matters. Offering your legal options and answering any question you may have. I know that this must be a difficult time for you.

If this special report makes sense to you in anyway, then you've probably got a few questions. Please feel free to call me while this report is still fresh in your mind. Waiting any longer may cause more stress or concern on your part. I would be happy to get you the information that may ease your mind.

Now, you may be wondering how I earn my money and whether you ever have to pay me an hourly fee. Well, I only get paid when I collect money for my clients who have personal injury claims and they are never required to pay hourly fees. I only get paid if **you** get paid. So, I have an incentive to devote my time to your case and fight for your rights to receive the kind of compensation you truly deserve!

You are always free to hire someone else. This happens sometimes and that's okay. At least you have the information in this report and have the benefit in knowing this information I will give you when we meet.

If you think this approach is fair and you want to take advantage of this free interview with no obligation, just give me a call and I will personally set a time aside for us to meet.

Thanks again for ordering this Special Free Report. I look forward to hearing from you!

Yours truly,

Dennis E. Block, Esq.  
Attorney At Law

P.S. Remember that getting no help is not the answer to your problem. When you call the office, please ask to speak with Susan, my personal secretary, and she will see to it that you receive a one-on-one consultation with me for one full hour to discuss your case at no charge.

P.S.S. You can ask any questions and I will frankly discuss options that are available to you. Even after that, you are under no obligation to use me as your attorney! I hope that I made it as simple as possible.

# **“FREE Confidential Medical Malpractice Consultation Case Audit And Consultation Certificate!”**

Yes, I'm Calling For My Private Case Audit By \_\_\_\_\_ For  
**MY FREE Consultation!**

Use This Certificate, Worth Up To \$250.00 To Receive Your Private One-On-One Consultation, Comprehensive Case Audit. (Mr./Ms. \_\_\_\_\_ ) Will Answer All Your Questions, Concerns And Give You Valuable Insight To Protect Your Legal Interests.

*Appointments are limited so you must respond by the date stamped in RED. All requests will be given on a first-come-first serve basis. During your private one-on-one consultation all your questions will be answered and most importantly you'll be on your way to getting your life back on track! Just imagine what your life will be like with less stress and less worry. You'll finally have the answers you need to move ahead!*

## **To Receive Your Case Audit Consultation For FREE You Must Respond By The Deadline Stamped In RED!**

**To Schedule Your FREE Case Audit And Confidential One-On-One Consultation Call 555-5555 And Ask To Speak With Peggy. She'll Make An Immediate Appointment For You To Meet Privately With (Mr./Ms. \_\_\_\_\_).**

**Questions?** Call 555-5555 And Ask For Peggy.

Law Offices of  
1234 Main Street USA  
Any Town, USA 12345

**Tel: (555) 555-5555 Fax: (555) 555-5555**



**SAMPLE COVER LETTERS TO  
USE WITH YOUR MEDICAL MALPRACTICE  
FREE REPORT!**

# URGENT SECOND NOTICE...!

From \_\_\_\_\_, Esq.

***“Helping Injured Victims Avoid The Common Pitfalls After A Medical Malpractice Injury!”***

Dear (Person’s Name Here):

About a week ago you received the Special Report in regards to your recent job injury. For whatever reason you still haven’t called my office to receive your FREE Audit Consultation, I understand that you may have several personal reasons why you still haven’t called. However, time could be running out for you.

Enclosed you will find another copy of my Special Report if you didn’t receive my initial report or misplaced it. I’d like you to know that I sincerely want to offer my help to you by extending my hand during this difficult time in your life.

As I said in my initial Special Report, following a medical injury you might fail to protect your legal rights and think about how you’re going to live with these injuries. The most important thing here to remember is that if you’ve been injured you should receive the proper medical treatment, and that your health is restored.

If you or someone you know has been injured please make sure to read this Special Report right now. It could make the difference between being aggravated, losing time and money dealing with insurance companies. To getting your life back on track. I want you to know that good hard working people are many times taken advantage of by profit motivated insurance companies, that’s why I’ve written this Special Report.

Should you have any questions or just want to talk, please call my office by dialing **555-5555** and ask to **speak with Peggy my personal secretary**. She’ll answer all your questions regarding your case and give you the option to come in for your **FREE One-On-One Private Consultation**.

Sincerely,

(Your Name Here) Esq.

***“Dedicated To Giving YOU Back Your Piece Of Mind!”***

P.S. Please remember, you will NEVER, ever be pressured or obligated to letting us help you. My purpose is to help you avoid the common pitfalls most people have when dealing with insurance companies. Should you have any questions please call my office and ask to speak with Peggy, she’s very helpful and will answer all your questions.

# FINAL NOTICE...!

From \_\_\_\_\_, Esq.

**Warning: If You've Recently Been Injured on The Job This Is Your LAST Chance!!!**

Dear (Persons Name Here),

If you or someone you know was injured by an HMO, hospital or doctor, you should receive your private audit consultation as soon as possible. The fact is big insurance companies may be trying to offer you an unjust settlement, that's why time is of the essence. If you think it's okay just because someone says to take what they're offering, you just might be making one of the BIGGEST MISTAKES OF YOUR LIFE.

About four weeks ago my office sent you a free copy of my Special Report, and for whatever reason you still haven't called my office to receive your **FREE Case Audit And Consultation**. I understand that you may have some personal reasons why you haven't called. However, it may already be too late. Time is very critical in these types of cases when dealing with insurance companies.

I'd like you to know that I sincerely want to offer you a helping hand during this challenging time.

As I said in my initial Special Report, following a medical injury you might fail to protect your legal rights and think about how you're going to get back to work. The most important thing here to remember is that if you've been injured you should receive the proper medical treatment, and that your health is restored.

The FREE Audit Consultation that I offer here in my office could very well mean the difference between being aggravated, losing time and money dealing with insurance companies, to getting your life back on track as quickly as possible. I want you to know that good hard working people are many times taken advantage of by profit motivated insurance companies, that's why I've written this Special Report.

Should you have any questions or just want to talk, please call my office by dialing **555-5555 and ask to speak with Peggy my personal secretary**. She'll answer all your questions regarding your case and give you the option to come in for your **FREE One-On-One Private Consultation**.

Sincerely,

(Your Name Here) Esq.

***"Dedicated To Giving YOU Back Your Piece Of Mind!"***

P.S. Please remember, you will NEVER, ever be pressured or obligated to letting us help you. My purpose is to help you avoid the common pitfalls most people have when dealing with insurance companies. Should you have

any questions please call my office and ask to speak with Peggy, she's very helpful and will answer all your questions.

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# URGENT NOTICE...!

From \_\_\_\_\_, Esq.

**Warning: If You've Been Injured By An HMO, Hospital, Or Doctor  
This Is Your LAST Chance!!!**

Dear Friend,

Several months ago you called and requested my FREE REPORT entitled; "***EXPOSED SECRETS HMO's, HOSPITALS, DOCTORS, AND MEDICAL MALPRACITCE INSURANCE COMPANIES HOPE YOU NEVER FIND OUT!***" For whatever reason you still haven't reserved your FREE Audit Consultation in my office. I can only assume that the reason why you haven't called is because you think that you might be able to settle your claim on your own, and that you don't need a lawyer. I want you to know that I completely understand.

The fact is, BIG insurance companies may try to pressure you into an unjust settlement, that's why time is of the essence. Or a friend or loved one might say, "just take whatever they're offering." You just might be making one of the BIGGEST MISTAKES OF YOUR LIFE!

I understand that you might have some personal issues why you haven't called. However, time is VERY critical in these types of cases when dealing with insurance companies.

Should you have any questions or just want to talk, please call my office by dialing **555-5555** and ask to speak with Peggy my personal secretary. She'll answer all your questions regarding your case and give you the option to come in for your **FREE One-On-One Private Consultation.**

Sincerely,

(Your Name Here) Esq.

***"Dedicated To Giving YOU Back Your Piece Of Mind!"***

P.S. Please remember, you will NEVER, ever be pressured or obligated to letting us help you. My purpose is to help you avoid the common *pitfalls* most people make when dealing with insurance companies. Should you have any questions please call my office and ask to speak with Peggy, she's very helpful and will answer all your questions.

**“Lead Generation W.C. Follow Up Postcard...!”**  
**Send 1 week after urgent notice letter goes out.**  
**POST CARD #1:**  
**FRONT:**

From The Offices of Justice For All, Esq.  
123 Any Street USA  
Lawyer Town, NJ 12345

## Medical Injury?

Print The Address Here:  
Addressed to occupant or  
resident  
Typed on any Avery label.

**SEE REVERSE SIDE...**

### **BACK OF POSTCARD...**

*Free 24-Hour Recorded Consumer Awareness Hotline With  
Important Information That Every Medical Malpractice Patient Should Know!*

## **“Injured Medial Victims Get A Crash Course On There Legal Rights!”**

Free 24-Hour Recorded Consumer Awareness Hotline has recently been open to the public exposing common tactics medical malpractice insurance companies use to make sure injured victims receive lower settlements. Thousands of victims every year suffer needlessly with pain without ever getting proper medical treatment let alone proper compensation.

If you or someone you know has been recently involved in a medical malpractice injury, then you need to call the *FREE 24-Hour Recorded Consumer Awareness Hotline* that reveals the 4 Hidden Myths most people don't know about insurance companies. And for those who don't take proper measures immediately after the injury, what awaits them is frustration, and a sense of loss.

Don't let this happen to you or your loved one. You can call anytime of the day or night without ever having to speak to anyone. **Just call the FREE 24 Hour Recorded Consumer Awareness Hotline At 1(800) XXX-XXXX.** Remember, the call is FREE and completely confidential so call right NOW!

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## Follow Up Postcard #2:

123 Any Street USA  
Lawyer Town, NJ 12345

### Attorney Breaks Silence...

Print The Address Here:  
Addressed to occupant or resident  
Typed on any avery label.

**“FREE 24-Hour Recorded Consumer Hotline Reveals Why Patients Who Get Injured By HMO’s, Hospitals, Or Doctors Aren’t Properly Compensated By Medical Malpractice Insurance Companies!”**

**SEE REVERSE SIDE...**

#### **BACK OF POSTCARD...**

**Send 1 week after previous postcard went out.**

## **“Have You Been Injured By A Doctor?”**

If you or someone you know has recently been injured by an HMO, Hospital, or Doctor, you need to be made aware of a FREE 24-Hour Recorded Consumer Awareness Hotline that has just been open to the public. This hotline has vital information that you need to know before you settle your case or speak to anyone. The truth is most injured victims don’t know what their legal rights are or what options they should take to protect them. Not only that, but by the time an injured victim finds out he or she has been either misinformed or taken advantage then it’s often too late. Don’t let this happen to you or a loved one. Simply call the toll **FREE 24-Hour Recorded Consumer Hotline at 1(800) XXX-XXXX**. Remember, the call is completely private and confidential so call right NOW!