

# JACKSON & WILSON UPDATE

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**AGGRESSIVE  
REPRESENTATION FOR  
MAXIMUM RESULTS!**

## Special Points of Interest:

- *Learn How To Find The "Perfect" Lawyer Just For You!*
- *Build Your Business By Networking With Others*
- *Motorcycles Are Fun But Please Be Careful!*
- *Find Out Why 80 Percent of American Millionaires Are First-Generation Millionaires.*

## HOW TO FIND, INTERVIEW AND HIRE THE RIGHT LAWYER FOR YOU!

There are more than 1,000,000 lawyers in the United States with 200,000 practicing in California. Some of these lawyers write contracts and others practice bankruptcy law; some attorneys handle nothing but criminal defense while others focus on estate planning.

What we've noticed over the years is that most people don't know where to start when it comes to finding a good lawyer. They don't know what information to look for or what questions to ask. Many consumers are not aware of the fact that of all of the lawyers in the U.S., less than 5% have obtained

the highest rating in ethics and ability (an "AV" rating by Martindale-Hubbell). Furthermore, many people are not aware of the fact that less than 5% of all U.S. lawyers are listed in the prestigious Bar Register of Preeminent Lawyers.

What's important to understand is that lawyers specialize in different areas of law. This means that not all lawyers are good at all things. If you or a family member have been harmed by another person's wrongful conduct, then you need an experienced plaintiff's personal injury or wrongful death attorney. A lawyer who knows what to do to help

you put your life back together and maximize the compensation you are entitled to.

We've written a Special Report entitled, "**How To Find, Interview and Hire The Right Lawyer For Your Personal Injury or Wrongful Death Case**". This report is intended to help you find an excellent attorney in your city. It also gives you several specific ways you can find and properly interview the best attorney in your town for legal representation in almost any area of the law.

We truly believe that regard-

*(Continued on page 2)*



Senior Partners...  
**Mitch Jackson and Lisa Wilson**

*Personal Injury, Wrongful Death, Business Litigation, Business Formation, Estate Planning, Asset Protection, Most Major Litigation Matters*

## Inside this issue:

How To Find, Interview and Hire The Right Lawyer For You! |

In a Tough Economy, Networking With Others Will Help You Be Successful |

Motorcycles— They Sure Are Fun But Unfortunately They're Also Very Dangerous 2

Book of the Month— Zig Ziglar's "Over The Top" 3

Client Recipe of the Month— Mike's Famous Pancakes! 3

## IN A TOUGH ECONOMY, NETWORKING WITH OTHERS WILL HELP YOU BE SUCCESSFUL

World famous motivational speaker, Zig Ziglar, truly believes that you will get all you want in life if you help enough other people get what they want. In order to do this, you first need to learn how to meet other people and find out what their needs are.

Most of the small businesses

I've seen survive, and even profit, during these tough economic times are those that have loyal customers based upon long-term personal relationships. Now, more than ever, the importance of meeting people and building a solid referral base is key to your business success.

While many people understand the need to network, they are uncomfortable with starting a conversation or are not sure about the best way to "break the ice" when it comes to meeting other people. These question areas will show you how to start a good conversation

*(Continued on page 3)*

## JACKSON & WILSON UPDATE

### HOW TO FIND, INTERVIEW AND HIRE THE RIGHT LAWYER (CONT)

(Continued from page 1)

less of where you live, this report will help you find an attorney with the expertise to represent you and protect your interest.

The further you delve into this special report, the more you'll realize that we truly believe that hiring the "wrong" attorney to handle your personal injury case (or any other case for that matter) will get you the same kind of results as putting

screen doors on a submarine. The end result is extremely predictable and could be disastrous!

Please feel free to share this report with your family and friends who may need to hire a lawyer. It will show them how to find, interview and hire just the right attorney for their unique case.

Get the report by clicking on the free report link at [www.JacksonWilson.com](http://www.JacksonWilson.com)

*"Hiring the wrong attorney may get you the same results as putting screen doors on a submarine. The end result is extremely predictable and could be disastrous!"*



#### "HOW TO FIND, INTERVIEW AND HIRE THE RIGHT LAWYER FOR YOUR PERSONAL INJURY OR WRONGFUL DEATH CASE"

Learn 9 Important Things You Need To Know and Do **BEFORE** Talking to an Attorney or Insurance Company"

By Senior Partners Jon Mitchell Jackson and Lisa M. Wilson

"Information is the currency of democracy."  
— Thomas Jefferson, third US president, architect and author (1743-1826)

### MOTORCYCLES— THEY SURE ARE FUN BUT UNFORTUNATELY, THEY'RE ALSO VERY DANGEROUS



Mitch getting some air at Lake Elsinore

*Motorcycle fatalities continue to increase at an alarming rate of 89% from 2,116 to 4,008*

Since I was nine years old, I've enjoyed riding and racing motorcycles. My first mini bike was a Honda 70 and more than 40 years later up until a recent racing accident, I still enjoyed riding and racing my Honda CRF 450 on the local Southern California motocross tracks.

Having said this, I also understand and appreciate the unfortunate risk and hazards that come along with riding motorcycles. The problem I've notice over the years as both a rider and lawyer is that regardless of how good and safe a rider you are, there is always the chance that someone else can ruin your day as quickly as you can twist the throttle of your motorcycle.

Not too long ago, I arrived at one of our local motocross tracks and unloaded my bike while sipping on a hot cup of coffee and talking with friends. I had just had my bike's suspension and top-end worked on by Pro Circuit and to get

familiar with the new feel and power, started the morning off with slowly "rolling" the track. Sure enough, despite the fact that I was riding way over on the right side of the track, some yahoo decided it was smart to try and jump over me on a medium size step-up jump. While the top of my helmet didn't make for a very good landing area, the accident was not as bad as it could have been and I simply chalked it up to another close call. The fact of the matter is that I was doing everything right but because of someone else's negligence, a very serious accident could have taken place.

On the way home that afternoon, we passed two street bike accidents which looked pretty bad. I'm not sure how the accidents happened but this section of winding road on the Ortega Highway is a frequent riding area for street bikes. In the past, I've seen autos and trucks passing other

vehicles on blind corners and with a 500' cliff on one side of the street and a solid rock wall on the other. One morning I actually watched a guy on his bike blow past me, pop a high speed wheelie and then ride that wheelie around a blind corner. What part of "a recipe for disaster" did this rider not understand?

Because of the physics involved in motorcycle accidents, the extent of personal injury or death is unusually high. In fact, The National Highway Traffic Safety Administration (NHTSA) recently released new statistics showing that motorcycle fatalities have increased for the seventh year in a row.

With more than 1,000,000 motorcycles being purchased each year (this figure has increased each of the past 14 years), the additional number of riders has resulted in fatalities increasing in recent years

(Continued on Page 4)

## NETWORKING (CONT)

(Continued from page 1)

and learn something about the person you are meeting.

Remember, be sincere and genuinely interested in the other person you meet. Ask your questions with real interest in what they have to say. When communicating with others, ask open ended questions requiring them to answer with more than a yes or no. Let them talk about themselves. This will allow you to learn more about them and as such, be able to provide a

product or service that will help fill their needs!

1. "What do you do for a living?" "How did you decide to do what you do for a living?" "What do you like best about your job?" Everyone has a story to tell and your questions will allow the other person to tell their story. Listen carefully to the answers you are given. They will reveal to you many things you did not know about this person.

2. "If you were not in your current career, what would you be doing?" "Why would you do this?" These types of questions will help reveal the other person's

passions or interest. People enjoy associating with other people with similar hobbies and interest. Ask these questions to see if you have anything else in common. By the way, even if you do not have anything in common, you may know someone who does and can help make an introduction.

3. "What websites or blogs do you enjoy reading or using?" Again, the answer to this question will really help you learn more about the person you are interacting with. To keep the conversation flowing, use follow-up questions like (a) for how long? (b) why? (c) what do you enjoy most about that site?

4. On a more personal note, ask questions about family or children. For example, "Are you married?" "What does your spouse do for a living?" "Any children?" "Are they active in school sports or any other activities?"

Once you begin a new professional relationship, stay in touch and share information that the other person may find useful. Toot your own horn every now and let others know that you're doing this or that in the upcoming week (i.e. speaking at an upcoming conference...).

The best networkers and successful business people sincerely enjoy meeting other people and going out of their way to help others get what they want or deserve. Indirectly, things will come back to you full circle. True networking is win-win on all levels.

## FAVORITE BOOK OF MONTH...

### "Over the Top" by Zig Ziglar

Drawing on his forty plus years as a world-class motivational speaker and successful businessman, Zig Ziglar shows precisely how to achieve what people desire most from life -- to be happy, healthy, reasonably prosperous and secure, and to have friends, peace of mind, good family relationships and hope.

Find out why fifty-two percent of the CEO's of the Fortune 500 companies are from lower-middle class or poor families. Learn why 80 percent of American millionaires are first-generation millionaires. Did you know that seventy-five percent of the three hundred world-class leaders were raised in poverty, had been abused as children, or had some serious physical disability? Everyone should read this book. The earlier in life the better!

*It's not who your  
parents are - it's who  
you are and what you  
do that counts*



## CLIENT'S DELICIOUS RECIPE OF THE MONTH

### Mike's Pancakes...

Mike, also known as "The Chief" is kind enough to share his famous pancake recipe with our readers. Keep in mind that each and everyone one of Mike's pancake experts (3 daughters and 8 grandchildren and their extended family and friends) all agree that "The Chief's" pancakes are the best in the world!

Details: Mix 3 cups Bisquick with 1 egg and 2 tablespoons vegetable oil. Add cold water and mix by hand until batter is thin like cream.. Once skillet is hot, pour 1/3 cup for each pancake. Serve finished pancake rolled up (like a French pancake)



with butter and syrup. Enjoy and watch everyone smile!



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## Providing Aggressive Representation and Legal Solutions Since 1986

### MOTORCYCLE ACCIDENTS (CONT)

*(Continued from page 2)*  
at an alarming rate of 89% from 2,116 to 4,008.

The numbers reflect that the average age of these riders is 20-29, with speed being the number one cause of fatal accidents. According to Motorcycle Industry Council findings, there is a high increase in the number of motorcycles purchased by riders over the age of 40 and a corresponding increasing number of fatalities with riders in this age group.

Another disturbing but not necessarily surprising statistic is that about 80% of all motorcycle accidents result in injury or death. When it comes to safely riding a motorcycle on or off the roadway, common sense and good training will go

a long way to helping make sure you make it home at the end of the day. Ride safely and enjoy the open road.

We are happy to assist motorcycle riders and walk our talk when it comes to protecting their interest. Over the years, we have helped many motorcycle accident victims recover rightful compensation. Mitch is also a member of the Motorcycle Litigation Group of the American Association For Justice.

Several good online reports about motorcycle rights and safety can be found at our web site located at

**[www.JacksonWilson.com](http://www.JacksonWilson.com)**  
(see the Consumer Resources)



### INSIDE THIS ISSUE...

- How To Find, Interview and Hire The Right Lawyer For You!
- In A Tough Economy, Networking With Others Will Help You Be Successful
- Motorcycles- They Sure Are Fun But Unfortunately They're Also Very Dangerous
- Our Favorite Book of the Month
- Client's Delicious Recipe of the Month