



"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)

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Introduction

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

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 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.

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. This report was written to help solve these problems and to show you how to find, interview and hire the "perfect" lawyer for you.

Most people don't realize that out 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). And, many are not aware that less than 5% of all U.S. lawyers are listed in the prestigious Bar Register of Preeminent Lawyers.

Regardless of where you live, this report will help you find a legal stud and not a legal dud to represent you and protect your interest. The further you drill down into and read 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 a screen door on a submarine. The end result is extremely predictable and probably disastrous!

In fact, do you know that many attorneys don't have the first clue about what they must do to protect your interest and maximize the value of your personal injury case? Truth be told, most lawyers have never settled a big claim or even taken a case to trial. Worse yet, some personal injury lawyers have never even set foot inside a courtroom door!

At this point, we're sure you already agree that it's absolutely in your best interest to be represented by experienced personal injury lawyers considered by other attorneys in the community as having "very high to preeminent legal abilities and ethics!" The questions are, how can you find such a lawyer? What should you do next to get started?

We've written this report to answer these questions and many more. To give you information you can put to use right away to help protect your legal interest and to help you find an excellent attorney to help you with your personal injury or wrongful death case.

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Why We Wrote This Special Report

The fact of the matter is that many lawyers don't have the first clue about how to properly handle your personal injury or wrongful death case. They've never settled a big claim or taken a case to trial. Even worse, some have never set foot inside a courtroom door!



Don't get us wrong. Many lawyers simply do not practice personal injury law. They spend their time helping clients in areas like family law, criminal defense, estate planning, and business litigation. And that's OK... as long as they are not representing you in a serious catastrophic injury or wrongful death case.

Because you only have one chance to investigate, prepare, negotiate and eventually settle or try your case, it's critically important that you "get it right" the first time. To make sure that you have the very best and most experienced lawyers representing and protecting your interest so that both you and your family are protected for many years to come.

This report is intended to give you the information you need to find the right attorney for you. An experienced lawyer in your town or region that has the skill, experience and reputation to do the very best possible job for you.

With this fact in mind, two important questions are...

"How Do You Find The Right Lawyer?"

And

"How Do You Know if the Lawyer You are Hiring is a Legal Stud or an Inexperienced Dud?"

Back in the early 1980's when we first started law school, we thought most lawyers were the same and basically did the same thing. We were under the impression that once you graduated from law school and passed the bar, you'd be trained well enough to provide clients with quality representation and successfully take cases to trial.

Nothing could be further from the truth!

As law school progressed and while gaining experience clerking for many different attorneys, we eventually realized that as with doctors and other professionals, smart lawyers specialized in specific areas of law and only over a long period of time are able to perfect their skill, ability and success rate. We learned that a good tax attorney was not necessarily an effective trial attorney and also noticed that an attorney's ability to draft an air-tight contract for the sale of a business did not also mean that same attorney had strong negotiating skills in the conference room.

Out of all the different areas of legal practice, what grabbed our attention and touched us emotionally was being able to help other people. Especially individuals and families who have been hurt by someone else's wrongful conduct. The idea of championing the right to equal justice for all really hit home for us in our heart and soul.

Helping clients find peace in their devastated lives made us feel good and has kept us excited about practicing law to this day. In fact, we feel so strongly about the professional, effective and ethical practice of law that we wanted to give injured people and family members valuable information they can use to

help educate themselves about how to select the right law firm for their injury case.

As far as we know, this type of report has never before been written and so we hope you find its contents useful and enlightening. The provided content and information is honest, frank advice. The information in this report is so frank and honest that some lawyers may not agree with our philosophy of sharing this information with the general public. But no worries, these are probably the same lawyers that you would never want to hire in the first place anyway.

We trust you will find this information valuable and useful in your search for the "perfect" lawyer for you.

To your success!

Mitch and Lisa

The purpose of this report is to give you valuable information which will allow you to make smart decisions

We've tried to write this report in a way that is easy to read and understand. The truth of the matter is that we wrote this report so that you would have good information and know exactly what questions you need to ask any attorney you are interviewing with the intention of possibly hiring for your personal injury case. We also wanted to give you important information you need to know before you ever discuss the facts of your case with an insurance company representative.

Please be advised and understand that it is not the purpose of this report to try and get you to hire our law firm. Frankly, we're glad to say that because of the hard work and effort we've put in to our firm since 1986, we are a very successful and busy law practice.

"Trying to explain this information to someone during an office meeting or short telephone call is similar to trying to give someone a haircut over the phone... it just can't be done."

The primary reason we wrote this report to help a person or family find a good lawyer in their home town. Frankly, another reason we took the time and trouble to write this report is to save us both time.

Until this report was written, we were always required to try and explain all of this important information to a potential new client during an office meeting or short telephone call which, because of the vast amount of material involved, is similar to trying to give someone a haircut over the phone... it just can't be done. By presenting this information in the form of a report, we do not need to have to worry about forgetting to tell you something during a rushed office meeting or short phone call.

Additionally, this report also allows us to share valuable information with people who have minor cases that we simply don't handle. It truly is a win-win tool providing the injured consumer with valuable information you may not be able to get anyplace else. So, read this report carefully and then read it again highlighting and underlying the parts which are important to you. Use the tools and resources in this report to interview and find the "right" lawyer for your personal injury case.

Who Is This Special Report For?

Anyone who has been injured because of the negligent or intentional wrongful or illegal act of another person or company should read this report. It will tell you what you need to know BEFORE talking to a lawyer or insurance company.

As we mentioned above, we have to make sure our time is spent wisely with serving our clients. We limit our practice to major catastrophic injury and wrongful death cases and do not represent people involved in minor accident cases. This is not to imply that minor accident victims are not hurt and do not have rights. They do and they should protect their rights. Just as a surgeon makes a decision to limit his or her practice to heart or brain surgery, we too made a professional decision many years ago to focus our attention and efforts to help people and their families in matters involving major catastrophic injury and wrongful death.

That being said, we do want to help as many people as we can and honestly believe this report is the best way to accomplish our goal. Most of the information we would discuss and go over with you in our office is referenced in this report. Read this report cover to cover and you'll know more about your rights than most people who have already been through the entire claim and litigation process. You may even know more about personal injury law than a new attorney taking on his first personal injury case for the first time. This material is just that good!

Please keep in mind that although we don't handle small accident cases, we do know many very good and well respected attorneys across the country who have set up their offices in a slightly different fashion and who get great results for their clients in minor injury and impact cases. Rather than have you randomly go through the Yellow Pages to find a lawyer, give our office a call and our staff would be happy to give you the names of several good attorneys in your area who may be able to help.

Finding, Interviewing and Hiring The "Right" Personal Injury Attorney Will Make a HUGE Difference In The Outcome Of Your Case

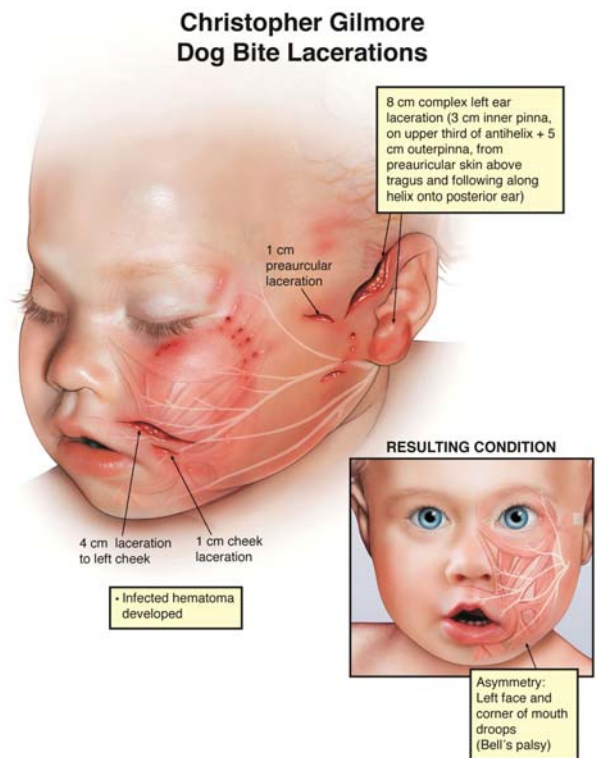
Making sure you have an experienced and well respected personal injury attorney representing and protecting your legal interests is one of the most important things you need to do to protect your rights!

In addition to making the right impression with the other side's insurance company, and defense attorney, the right attorney will also be able to help you maximize the value of your case and get the results you are entitled to.

Before hiring an attorney to represent you in your case, there are nine important questions you need to ask during your interview. We're going to show you what these questions are and exactly how to find an attorney who can give you the right answers.

Before we get in to the specific nine questions (found later in this report), you need to make sure that you hire an experienced personal injury attorney who has a strong passion for his or her client's case and who specializes in representing people and families involved in personal injury and wrongful death cases. This means the attorney has been practicing for at least 10-15 years and exceptionally well respected in his or her local community. A trial attorney who enjoys practicing law and enjoys taking cases to trial.

Why is this important? Because skill, ability and reputation for trying cases are all important when it comes to investigating, litigating, settling or trying a personal injury case. Successful trial attorneys carefully balance and



implement focus, expertise, perseverance, native ability and an affinity for the task that frankly, not every lawyer can muster.

It's important to understand that the lawyer you eventually hire to handle your case is actually working for you... not the other way around. Your best interest should always come first.

Sure, it's very important to follow your lawyer's advise but first, you need to locate, interview and actually retain an attorney who has an opinion actually worth listening to when it comes to the proper handling of your case, settlement negotiations or trial strategy.

So how can you find the best personal injury attorney possible? Below are our nine specific questions to help you do just that. An excellent personal injury attorney will be able to provide you with the right answers to all of your questions.

Keep in mind that there is no substitute for experience and an excellent well-earned reputation. There are also no second chances when it comes to settlement, litigation and trial. Ask every attorney you interview the following questions and keep our confidential recommended answers and comments to yourself. See if he or she can give you the right answers. Listen carefully and find out if the lawyer you are sitting across the desk from is really qualified to represent you or your family in a personal injury case.

The best chance to get an insurance companies to step up to the plate and offer full settlement value on a case will come by hiring an attorney who they know would just as soon take the case to trial (hint- not all lawyers enjoy trying cases and in fact, many are actually apprehensive or afraid to walk into a courtroom). What will almost guarantee a "low ball" settlement offer is to hire an inexperienced personal injury attorney or, an attorney who is not respected by other local attorneys, judges and the insurance companies.

Believe it or not, insurance companies and defense attorneys know who these attorneys are and will play hard ball from day one. They will make low settlement offers because they know the inexperienced attorney or lawyer who is uncomfortable or afraid to go to court will eventually recommend to a client to settle the case for less than full value. Beware of the fact that many of these lawyers are so convincing or persuasive that in many cases, the client will not

even know what is happening to him. He or she will settle a case for well less than full value and never even realize it!

Now keep in mind that there are some new lawyers coming in to the profession who are excellent and will be even better as the years go by. If you do hire one of these new lawyers, they may do a very good job for you. The reality of the situation however is that these attorneys are far and few between and with the number of qualified attorneys available to assist you, why in the world would you roll the dice and take a chance with a young and unproven talent?

So, What's The Best Way To Find A Good Lawyer?

Before you can ask any of the nine questions, you first need to know the best way to find a lawyer. Here are the best 3 ways to find the right attorney for you...

Approach No. 1- Personal Referrals From Qualified Sources

First of all, keep in mind that the right personal injury attorney for you is someone who not only can provide you with the right answers to all the nine questions found later in this report, but is also someone you are comfortable with and can trust. If the attorney has made a good first impression with you and is qualified to represent you based upon his answers to these questions, chances are he or she will also make a good first impression to the other side (insurance companies and defense attorneys) and if necessary, also to a judge and jury. But how do you find this attorney? What resources are available?

The first thing we recommend that you do is look for an attorney who is recognized as being one of the "experts" in your town or area. Someone who meets all of qualifications described in this report, and then some.

If you have friends or family who you respect and who were very satisfied with experiences they had with a personal injury attorney, you may want to start there. If you know a good lawyer who handles other types of legal matters (for example, estate planning or criminal defense), ask him or her for the names and numbers of the top 2 or 3 personal injury lawyers in town. Good lawyers

know who they would hire if they needed the "best" personal injury lawyer in their area and most lawyers would be happy to share these names with you.

Friends at work and even company supervisors or executives may also be able to provide you with one or more names. Personal referrals are a great way to go. We have an excellent database with the names of highly rated personal injury attorneys across the country. Feel free to contact us if you would like a couple of names of attorneys to interview and direct your nine questions to.

Approach No. 2- Martindale-Hubbell and AAJ

If you are unable to get a personal referral from a trusted friend or professional acquaintance, go to the Martindale-Hubbell (www.martindale.com) or American Association for Justice (www.atla.org) web sites and do a search for an "AV" rated personal injury or wrongful death attorney in your area. As mentioned below, an "AV" rating is a good indicator of the lawyer's ability, reputation and ethics. It identifies a lawyer and firm as having (1) very high to preeminent legal ability and (2) the highest level of expertise, experience, integrity and overall professional excellence.

Approach No. 3- Contact Your Local Attorney Organization (Bar)

Another good way to find the perfect lawyer for you is to contact your local bar association (your local lawyer organization) and ask them for the names and numbers of the past two presidents of that organization. Next, contact the law offices of these individuals and ask the question, "Who would you hire to represent your family in a personal injury case?" You probably will not be able to speak with the attorney directly but his or her secretary may be able to share the names and numbers of outstanding personal injury lawyers with you who practice in your home town.

"Nine Questions You Need to Ask Every Attorney You Are Thinking About Hiring To Represent You in Your Personal Injury or Wrongful Death Case"

OK. Now that you've found several good lawyers to interview, the next step you need to take is to make sure that the lawyer you meet with is truly qualified and the "right" lawyer for you. Most people fail to ask these nine important questions when interviewing a lawyer (don't worry-- unless you've read this report, you would probably never think to ask these questions).

So, without any further delay, here are the questions you need to ask every attorney you interview. Just as important as the questions are the answers. With this in mind, we've also included what information you should hear in every answer the lawyer gives you.



QUESTION NO. 1

How Long Have You Been Practicing Law As A Licensed Attorney?

The attorney's answer to this question is important and can be very revealing. It literally takes many years to learn the profession to become proficient in settlement negotiations, mediations, arbitrations and trials. As we mentioned earlier, we recommend that you make sure any attorney you interview has, at a minimum, at least 10-15 years of substantial litigation experience in personal injury matters.

Sure, there are exceptions to this rule and we know of several very good, ethical attorneys which only about 5 years of experience. What they lack in

trial experience they make up for with intelligence, drive, passion and the intelligence to associate in experienced counsel to help them with trial if, and when, it becomes necessary. Unfortunately, these "exceptions" are far and few between and frankly, why take a chance? Let's move on to the next question...

QUESTION NO. 2

What Percentage Of Your Practice Is Devoted To Catastrophic Injury And Wrongful Death Cases?

For the past 10-15 years of his or her practice, at least 90% of the attorney's time should have been focused on representing personal injury clients in major catastrophic injury and wrongful death cases. Why not 100%? There are two good reasons.

First, the reality of the situation is that good personal injury and wrongful death trial lawyers (trial lawyers also make the BEST negotiation and settlement lawyers) are hard to find and most experienced attorneys will handle the litigation needs of past clients and friends in other areas of law such as business, criminal or estate planning litigation. They find it interesting and challenging to take on other cases and help people succeed in other areas of law (it's a competitive nature that top lawyers have and frankly, it's difficult to hold back).

Second, we truly believe that the experience and knowledge gained in taking these other types of cases to trial allows a personal injury attorney to gain new insight to various "outside-the-box" litigation approaches he or she may not normally be exposed to during personal injury litigation. In the long run, this can prove to be very beneficial to the client in a personal injury case.

We've taken various trial techniques we've learned in civil, business and criminal trials and successfully used the approaches in complicated personal injury cases and trials. In our opinion, this made a huge difference in the ultimate favorable outcome to our clients in these cases.

Another way to look at the questions and answers to the above two questions is to use the metaphor of a medical surgeon. Let's say, God forbid, you need open heart surgery. How would you like to be the very first patient that

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particular surgeon has ever operated on? Not a pleasant thought is it? The fact of the matter is that you want your surgeon to be a successful specialist in performing open heart surgery and also one who has done the procedure hundreds and even thousands of times before. As with medicine, in law, it's important to get things done right the first time.

Here's something else to think about. Believe it or not, the successful handling of a catastrophic injury or wrongful death case is many times more complicated than what your heart surgeon is required to do during surgery. While bypass surgery may take several hours (with the surgeon actually involved for only 20-30 minutes), your legal case may take months or even years. The surgeon may be required to make dozens of important decisions during the heart procedure. Your lawyer will be required to make hundreds, and even thousands, of legal and procedural decisions during the handling of your personal injury case.

Why in the world would someone who's life is turned upside down by because of a serious personal injury or wrongful death case ever settle for anything less than the best? The answer to this question is that most consumers simply just don't know any better. Now you do! Be smart and be thorough when it comes to selecting your personal injury attorney.

QUESTION NO. 3

How Many Court And Jury Trials Have You Had And What Were Your Results?

Have you had any court trials? How about jury trials? When was the last trial you had? How many of these trials involved serious catastrophic injury or wrongful death? What were the results and verdicts?

Many years ago when we first started to practice law, we read an interesting statistic that in California. Apparently, most California lawyers have only tried an average of 3 trials during their entire career. As supported by the facts and contrary to what you watch on television, most lawyers are not trial lawyers and most cases never make it all the way to trial.

In our opinion, the handling and trial of a personal injury or wrongful death

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case demands a much higher level of expertise and commands a great deal more pre-trial and trial related work and effort than most other types of legal cases. For example, in criminal cases, rarely do the prosecution or public defenders do their own pre-trial preparation (they each have huge governmental support staffs to help them with the work). In work comp and bankruptcy practices, in most cases the "trials" are actually hearings which only take a couple of hours or days.

In a catastrophic injury or wrongful death case, there are generally many complicated and intertwined issues involving medical bills, loss of earnings, property damage, liability and health insurance, civil liability, procedure, negotiation, settlement, damages, jury, trial and appeal issues. On almost a daily basis, a personal injury lawyer literally holds the value and quality of a client's life in his or her hands and there truly is no greater burden, challenge or privilege. The right personal injury lawyer will recognize this fact and step up to the challenge.

The lawyers that do handle and try other types of cases are all incredible lawyers and we tip our hats to each and every one of them, especially when it comes to juggling the high volume of cases many are forced to handle. But having said that, we believe that a catastrophic injury or wrongful death case, litigated all the way to trial, is substantially more work and exponentially more difficult. So when you ask your potential attorney how many cases (or more specifically, personal injury cases) he or she has taken to trial, make sure you get a clear and accurate response.

Because insurance defense attorneys and insurance companies all know which personal injury lawyers try their cases and get the best results for their clients, you want to be represented by an attorney who has a strong reputation for obtaining consistently large settlements and judgments.

QUESTION NO. 4

Will I Be Interacting Directly With You Or Someone Else In Your Office?

The attorney you hire should have the time to meet with you in his or her office and talk with you over the telephone. The attorney you hire should be the attorney appearing in depositions, hearings and court on your behalf. The

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attorney you hire should be the attorney who will negotiate and if necessary, take your case to trial.

Here's a little unknown truth that many people are not aware of- After you meet with the senior partner during your initial consultation, many busy law firms have secretaries, law clerks and paralegals do all the work on the file and young inexperienced associate lawyers work the file and appear in court on your behalf. The senior attorney or partner may rarely work or look at the file and you will never really know who is working on your file.

For this reason, if your initial consultation is scheduled with a clerk, paralegal or new associate attorney because the "experienced" partner does not have time to meet with you, we strongly suggest that you turn and run the other direction as fast as you can.

What we've observed about these types of law firms is that your file will not get the attention it deserves. In more cases than not, the left hand does not know what the right hand is doing. The last thing you need is to have your file used as a "test" or "learning" case for a new paralegal or associate.

While standard paperwork can and should be delegated and handled by an experienced and trained support staff, it is important that you establish a personal "one on one" relationship with the actual attorney who will be handling your case. Make sure that any written retainer agreements you agree to sign clearly spell out that the attorney you are retaining is the attorney who will be handling your file and personally representing you during the entire litigation process and trial. As a courtesy, we're always willing to review other attorney's retainer agreements and advise you on whether or not they comply with California law.

QUESTION NO. 5

Are You "AV" Rated By Martindale-Hubbell And What Other Awards Or Ratings Have You Received?

"Yes" is the only answer you should settle for. Most consumers are not familiar with the "AV" rating but this is why it is so important. According to the 130-year-old independent company named Martindale-Hubbell, an "AV" rating

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identifies a lawyer and firm as having (1) very high to preeminent legal ability and (2) the highest level of expertise, experience, integrity and overall professional excellence.

What is key about this rating is that the actual independent review and rating of an attorney is made by other attorneys and judges in the local community. The attorney who is being reviewed does not even know the process is taking place. By presenting the attorney with an "AV" rating, Martindale-Hubbell is making the statement that other attorneys and judges in your community clearly believe that the "AV" rated attorney consistently "shows a demonstration of the highest professional and ethical standards."

Once again, while there are many good lawyers practicing law who have not yet been awarded an "AV" rating (only about 2 out of 10 receive this honor during their legal career), unless you know the attorney personally, why take a chance with someone who is not highly rated by his or her peers? You can easily confirm an attorney's rating status by going to www.martindale.com

QUESTION NO. 6

Are You An Active Member In The Local, State And National Trial Lawyer Organizations? How About Your Local Community?

Good personal injury trial attorneys share tips, tools, information, and techniques with other attorneys across the state, country and world. It's important for your attorney to be "plugged into" these organizations so that you can benefit from the exchange of information.

In Orange County, we have the Orange County Trial Lawyer Organization. At the state level, we have the Consumer Attorneys of California. Nationally, many excellent personal injury and wrongful death trial lawyers belong to the American Association for Justice.

All of these organizations work hard on a daily basis to educate personal injury attorneys and consumers on issues involving their important consumer rights. We share information, pleadings, discovery and documents with each via personal relationships, our web site memberships and email lists.

When it comes to community service, find out if your potential lawyer is active. For many reasons, it's extremely important for your lawyer to be "connected" to his or her local community. Interacting with other lawyers, experts and even judges outside the courtroom and in a community service setting will directly and indirectly foster new relationships and strengthen old friendships. Besides, it's just the right thing for your lawyer to do and more than once we've seen something positive come back to benefit a client.

As for us, we're proud to have almost 20 years of service with Rotary International (the largest community service organization in the world) and both Lisa and Mitch have served as Presidents in the Monarch Beach Sunrise Rotary Club. In 2007-08, Mitch also served as an Assistant District Governor for Rotary District 5320. They are also active in youth sports helping out and coaching soccer, baseball and basketball.

QUESTION NO. 7

Can You Provide Me With The Names Of 5-10 Past Clients Who Are Willing To Share Their Experiences With Me About Your Representation And Firm?

You can sit all day in the attorney's office and listen to the attorney tell you just how great he or she is when it comes to handling a personal injury case or taking a wrongful death case to trial. While the attorney may be very convincing, how do you know if he or she is telling you the truth? We believe it's much smarter, and better, to independently and objectively confirm the lawyer's abilities by talking with some of his or her past clients.

We suggest that you ask for a list of 5-10 names and numbers of past clients you can contact for a reference. These are people who have already agreed to have you contact them to independently confirm what you've been told or have read about the attorney.

It is not OK for the attorney you are interviewing to respond with something like, "my cases are confidential and I can't disclose this information." The defense attorneys and insurance companies know what cases the attorney has handled and so should you. If you get this kind of response, be very cautious.

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Good lawyers have plenty of happy clients who are more than willing to share their experiences with you. The smart attorneys have already made arrangements to share client names and numbers with you. If the attorney does not already have a list available, we guarantee that he or she will put one together in no time if they are truly interested in handling your case and if they actually do have happy clients.

QUESTION NO. 8

Do You Have Testimonials From Past Clients And Other Attorneys Which I Can Take With Me And Read?

Client testimonials are an excellent way to see what people have to say about the lawyer you are meeting with. Good lawyers with satisfied clients will have plenty of written client testimonials for you to take with you and review. If an attorney does not have, or can not give you client testimonials, you need to ask yourself WHY NOT!

It's true that some very good attorneys simply do not take the time to ask for testimonials but on the other hand, how do you know if this is the case with the attorney you are sitting across from. The attorney may not have testimonials because he simply put-- he does not have any happy clients. Just as with the unbiased Martindale-Hubbell "AV" rating discussed above, getting independent third party confirmation and validation as to the attorney's ability is the smart way to go.

QUESTION NO. 9

As My Case Works Its Way Through The Legal System, Will You ALWAYS Look Me In The Eye And Tell Me What You HONESTLY Think And Believe As Opposed To What You Think I Want To Hear?

We think this quality in a personal injury trial attorney is very important for the following reasons. If you have a good case, you want your lawyer to tell you. If your case is weak or has other difficult legal issues you need to know about up front or that you may not be able to overcome, then you want to find out right away and before spending all of your time and money on a difficult or

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unwinnable case.

You always want your lawyer to be truthful and honest with you concerning his assessment of the case and your options. The last thing you ever want is to have your lawyer tell you what she thinks you want to hear rather than what you need to hear.

When it comes to getting advice from your lawyer, honest opinions and feedback are absolutely necessary. It's not unusual for us to tell 18 out of every 20 incoming potential clients that we don't think they have a strong case.

How's that for being brutally honest!

The problem is that these people then continue to call other lawyers until they finally find someone who will agree to represent them. They then end up being led down the wrong legal path to dissatisfaction and in some cases, financial disaster. The bottom line is that it's just better to have a lawyer be up front with you about the merits of your case from the very beginning.

Suggestion- directing your attention back to question number 7, ask the past clients if the attorney your are meeting with expressed his her honest opinions during the handling of their case.

Summary- That's it! This approach and these nine questions will help you find the perfect lawyer for you. In some cases, using these questions will also help you filter out the good lawyers from the bad.

Making sure your attorney is "AV" rated (question #1) will eliminate about 95% of the lawyers you are going to meet with. Once you confirm this fact, use the remaining 8 questions to find the lawyer who is perfect for you and your family!

We've provided some additional information about our firm and success over the past two decades. Also please feel free to contact us with any follow-up questions. It will always be our pleasure to help you whenever we can!

Sincerely,

Mitch and Lisa

Jackson & Wilson, Inc. (Aggressive Representation Since 1986)

23161 Mill Creek Drive, Ste 150

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We Truly Hope You Found The Information In This Special Report Helpful. Please Feel Free To Contact Us With Your Legal Question Or For More Information. It Is Our Pleasure To Be Of Service!



Jon Mitchell "Mitch" Jackson and Lisa M. Wilson

As a client, you get superior service and results because Lisa Wilson, Mitch Jackson, and their trained team of professionals enjoy helping people. It's just that simple. They are dedicated to the principle of preserving access to a justice system in which every person, no matter what their status is in society, is guaranteed equal rights and a level playing field.

Both Lisa and Mitch were both admitted to the California Bar in 1986 and are founding Senior Partners of the nationally recognized law firm of Jackson & Wilson, Inc. Combined accomplishments, recognitions, organizations and associations include:

- Distinguished "AV" Ratings by Martindale-Hubbell (Mitch and Lisa)
- Martindale-Hubbell Bar Register of Preeminent Lawyers (Jackson & Wilson, Inc.)
- Southern California Super Lawyer (Mitch)
- Private Arbitrator and Mediator (Lisa and Mitch)
- Appointed Arbitrator- Orange County Superior Court (Mitch)
- Orange County Bar Association (Mitch and Lisa)
- Orange County Trial Lawyers Association (Mitch and Lisa)
- American Association for Justice (Mitch and Lisa)
- California State Bar Association (Business, Tort and Litigation Sections)
- American Bar Association (Business, Tort, Criminal, Litigation, Real Property, Probate and Trust Law- Asset Protection Planning Sections)
- Consumer Attorneys of California
- Multiple time member of the Million Dollar Advocates Forum (obtained one or more verdicts or settlements in excess of \$1,000,000) (Mitch and Lisa)
- Successfully passed written exam offered by the National Board of Trial Advocacy (NBTA) for Trial Attorney Certification (qualifications- extensive trial experience, formal recommendation by numerous opposing trial counsel and trial judges)
- Past Presidents of Monarch Beach Sunrise Rotary Club and Paul Harris Fellow (Mitch and Lisa)
- Daily Journal Profile- Mr. Jackson's litigation talents and techniques were profiled in the July 28, 1995, edition of the California Daily Journal (Mitch)

CHECKLISTS

Here are several good checklist to help you find, interview and hire the right lawyer for you. Use these checklist when meeting with an attorney. These quick checklist are not a substitute to reading and understanding the valuable information found in this report. We strongly urge you to read this entire report BEFORE talking to an attorney!

How To Find A Good Personal Injury Or Wrongful Death Lawyer

___ Personal Referrals From Qualified Sources- look for an attorney who is recognized as being one of the "experts" in your town or area. Ask friends, family and other attorneys. Company supervisors and executives are also good sources for referrals.

___ Use Martindale-Hubbell and AAJ Web Sites- Visit www.martindale.com and www.atla.org

___ Contact Your Local Attorney Organization (Bar)- Ask for the names the names and numbers of the past two presidents of that organization. Next, contact the law offices of these individuals and ask who they would strongly recommend for a personal injury attorney.

"Nine Questions You Need To Ask Every Attorney You Are Thinking About Hiring To Represent You In Your Personal Injury Or Wrongful Death Case"

___ Question No. 1- How long have you been practicing law as a licensed attorney?

___ Question No. 2- What percentage of your practice is devoted to catastrophic injury and wrongful death cases?

___ Question No. 3- How many court and jury trials have you had and what were your results?

___ Question No. 4- Will I be interacting directly with you or a law clerk or paralegal?

___ Question No. 5- Are you "AV" rated by Martindale-Hubbell and What Other Awards or Ratings Have you Received?

___ Question No. 6- Are you an active member in the local, state and national trial lawyer organizations? How about your local community?

___ Question No. 7- Can You provide me with the names of 5-10 past clients who are willing to share their experiences with me about your representation and firm?

___ Question No. 8- Do you have testimonials from past clients and other attorneys which I can take with me and read?

___ Question No. 9- As my case works its way through the legal system, will you ALWAYS look me in the eye and tell me what you HONESTLY think and believe as opposed to what you think I want to hear?

IMPORTANT THINGS TO REMEMBER ABOUT YOUR PERSONAL INJURY OR WRONGFUL DEATH CASE

1. Contact Information- Always keep your lawyer informed with any change of personal or business contact information such as address, telephone number and email address.
2. Refer To Your Lawyer- If contact by anyone, be polite and professional and direct them to your lawyer's office. Use the phrase, "Thanks for calling. Please contact my attorney, Mr. or Ms. XXX, with any questions or comments."
3. Evidence- Provide your lawyer with originals of all documents, items and things that may have any relevance to your case.
4. Honest and Forthright- To protect your legal interest, it is critical that you be honest and forthright with your lawyer as to all information.
5. Keep Your Lawyer Updated- Contact your lawyer immediately with any new information, new developments, evidence, changes in physical or mental condition, witness information...
6. Do Not Discuss Your Case- Do not discuss your legal matter with anyone without first getting your lawyer's approval. This includes your spouse, family, friends, neighbors, employees or news media. The only communications (oral, written and electronic) which are protected from disclosure are those which take place between an attorney and his or her client.
7. Do not give any statements, written, recorded, or oral, to anyone concerning your legal matter without first getting your lawyer's approval.
8. Do not sign documents, send letters, initiate/ receive telephone calls or electronic communications (email, text message...) concerning your legal matter without first getting your lawyer's approval.
9. Do not compile information or create documents concerning your legal matter without first getting your lawyer's approval.

Several FREE Services You Should Take Advantage Of Right Now!

FREE Case Evaluation- Please give us a call to discuss your case and legal rights. If you have not already done so, complete our "New Client" Case Questionnaire" and forward it to our office. You can do this online (www.jacksonwilson.com) or contact us and we'll email, fax or mail you a copy.



Our Popular FREE Monthly Email and Snail Mail Newsletters- Our free "Legal Update" email newsletter comes once a month and is packed with legal articles and updates written by our Senior Partners. Our more traditional mailed newsletter actually contains different material also specifically written to help you protect your legal rights. (Hint- most people get both editions). In addition to legal updates, we also offer our email readers special monthly discounts on legal services offered by our firm. These discounts are only made available to our email readers so it's smart to get on the list today. To join, simply contact us or even easier, go to www.jacksonwilson.com

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"We are dedicated to the principle of preserving access to a justice system in which every person, no matter what their status is in society, is guaranteed equal rights and a level playing field."