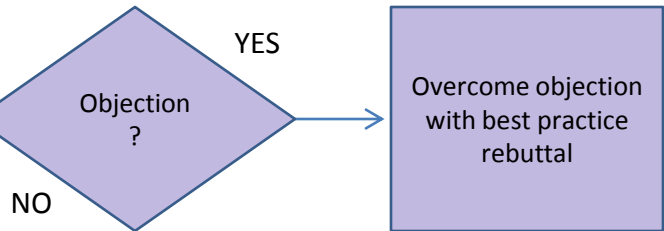
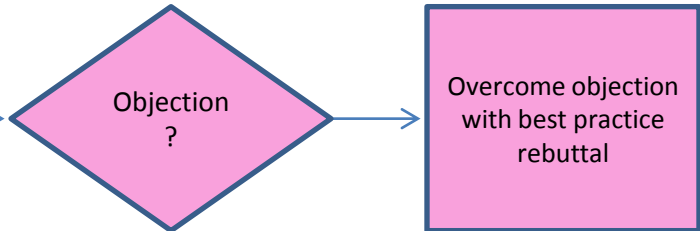


- Locate website online
- Find out how many attorneys work in the firm
- Note practice area(s) and the attorney's focus within that specialty
- Is the attorney bar certified and in what states?

- Greet gatekeeper
- Ask for attorney
- If asked who is calling:**
- Give first and last name
- If asked where you are calling from:**
- Domain name relevant to specialty i.e. Disability Lawyers or Los Angeles Divorce Lawyers (without .com)
- If asked what call is in regards to:**
- You're trying to find a (specialty) attorney in (area) who's taking on new cases.
- Ask for attorney or ask if there is an attorney available who handles those cases.
- If no attorney is available to speak with, try to get an e-mail address or see the best time to call. If GK is still resistant leave a message telling them it's regarding taking on new cases.



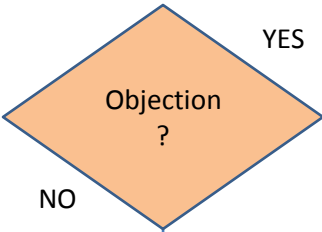
- Greet the attorney by his/her first name
- Introduce yourself (first name, last name)
- Explain your calling from domain name relevant to specialty i.e. Disability Lawyers or Los Angeles Divorce Lawyers (without .com)
- I'm calling because we're looking for a (specialty) attorney in (area) because we have relevant live leads right now and no attorney or could use more support in their area.
- We're not a referral service but an advertising firm.
- Are they interested in taking on new cases? (if no, get referral)



ExpertHub Call Flow – 1 Call Pitch

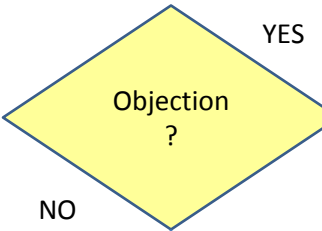


- Get permission to ask them a few questions
- What types of cases do you mostly handle?
- Any other types?
- Practice anywhere besides (Area)?
- Other attorneys in firm? How many?
- In good standing with the bar?
- Types of cases they want more of
- What are they doing to bring new cases?
- Billable rate
- Three questions they would ask as prospective client



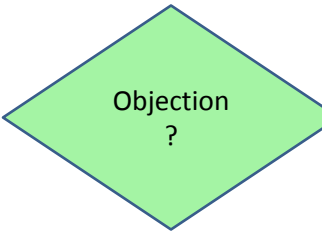
Overcome objection with best practice rebuttal

- In business over 7 years
- Over 15,000 legal sites
- Invest millions in SEO
- Generate high volume of traffic
- Very Selective
- Show you how to improve page rank
- Leads specifically fit your practice
- Make sure you know what will come back from search results
- Make sure we are on first page
- Take them through the consumer experience (lead capture form)
- Walk them through the results page and differences in products
- Tell them how lead is then sent to their inbox and LawFirms.com account
- If area has no attorney emphasize that



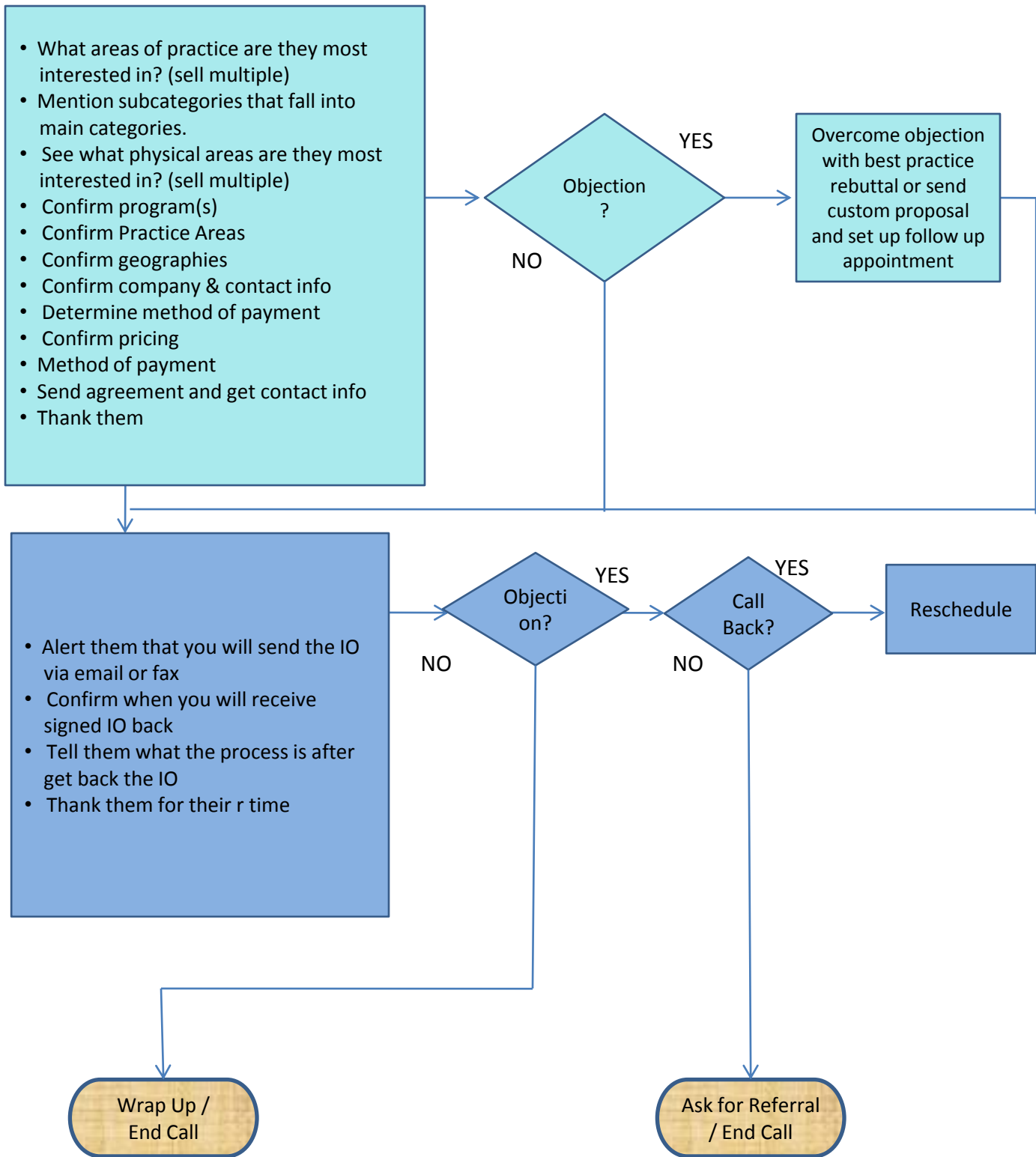
Overcome objection with best practice rebuttal

- Make sure they see value in service
- Break down ROI and cost savings versus advertising on Google
- Typically pays for itself with just one client
- Longer term and blended advertising plan can get them a discount
- Highlight benefits of multi-package subscription noting reason why exclusive and network approach works best



Overcome objection with best practice rebuttal

ExpertHub Call Flow – 1 Call Pitch



Locate website online to gain intelligence about firm before calling
Find out how many attorneys work in the firm
Note practice area(s) and the attorney's focus within that specialty and use that to customize pitch
Is the attorney bar certified and in what states?

Hello, <first name> available?

If asked who is calling: This is <full name>

If asked where they are calling from: I'm calling from LawFirms.com <specialty site>. I'm trying to find a <insert specialty> attorney in who is taking on new cases in the <insert city> area. Are you taking on new cases?

(If attorney is not available ask for an e-mail address or the best time to reach them. If GK still resistant leave a message telling them it's regarding taking on new cases.)

Hello, is <first name> available?

If asked who is calling: This is <full name>

If asked where they are calling from: I'm calling from LawFirms.com <specialty site>. I'm trying to find a <insert specialty> attorney in who is taking on new cases in the <insert city> area. Are you taking on new cases?

If "NO": Is there a specific reason you're not interested in taking on new cases?

"NO": Ask why they are not interested and overcome objection if possible. Note the reason and determine if you should put them in follow up queue. Thank them for their time. If relevant, let them know you will follow up in a few months to see if anything has changed.

If "YES": Great, we're not a referral service but part of the ExpertHub network, which is one of the largest online legal networks with over 15,000 websites assisting consumers seeking qualified <insert practice are> lawyers. We have active users who are searching for <specialty> attorneys in <insert city>.

Now, so I can understand your business and what makes you successful, can I ask you a few questions regarding your area of coverage and preferred specialties?

- Who is your ideal client?
- What areas of law does your firm specialize in?
- In which states are you bar certified?
- How many attorneys work in firm?
- Confirm firm website or ask if they have one
- Are you currently working with any other online marketing services?

Ok great, let me show you how this works:

To start can you open up a browser window and go to Google.com, I want to show you how we generate our consumer consultation requests.

Are you on Google?

Great, type in the search term: _____.

Here you can see that one of our 15,000 websites, <website>, is listed in position # _____. All of our sites are optimized to rank high in the search results. Go ahead and click on the link and you can see that it takes the user to a page within <website> that displays a <specialty> specific case inquiry form. From there the user fills out the consultation request with details specific to their case, like reason they are in need of representation, whether they are a plaintiff or defendant, details of the case, etc. The consumer then chooses which attorneys they are interested in hearing from and confirms their request. We automatically pre-select all displayed lawyers to receive the consultation request, improving your chances of being selected. We then collect the consumer's contact information and have them confirm their interest. Once they confirm their interest, we send that inquiry directly to your email inbox in real-time. You are provided with all the detail that is filled out in the case inquiry form, and you also have the ability to access that information online.

And since we aren't charging you per lead, you can hand pick which of the pre-qualified consumers you would like to follow up with and find that ideal client you spoke about earlier. Do you see the value in this?

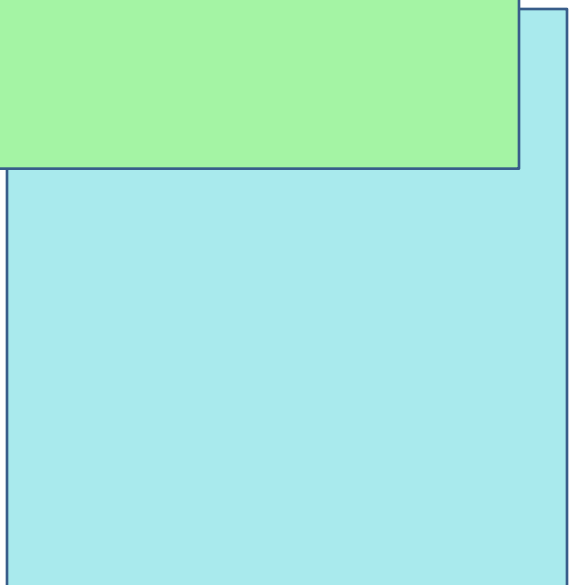
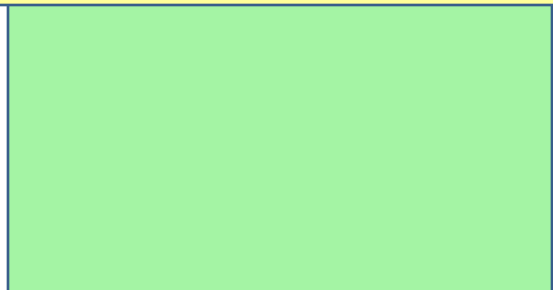
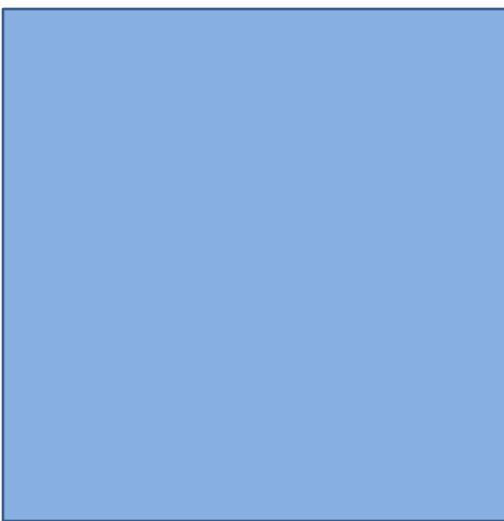
Great, we offer 3 unique marketing packages:

First is our **Exclusive Listing** program. You are the only attorney that is displayed to a consumer for all inquiries that come in on <exclusive website>, for your selected geographies. You will be the only attorney that receives this consumer's request, so you have a great opportunity to turn this inquiry into a paying client. Exclusive is great and distinguishes us from a lot of the other services out there, but it works best when you combine an exclusive listing with our second option, called a Network Listing.

As I mentioned earlier, we have 15,000 legal domains. We only offer exclusivity on about 20 of them. While these are fantastic domains, a network listing gives you access to the consumers that come from all of the non-exclusive sites. We call this option our **Network Listing**. Here you are shown along with a small number of other attorneys that also subscribe to our services for that specialty and geography. Because there are other attorneys, the Network Listing results in an overall lower cost per lead.

What our most successful attorneys are doing is to subscribe to both the Exclusive and Network Listing programs to ensure they have maximum exposure and inquiry volume. The way to do that is to choose a broader geographical area and 3-4 case types as part of your network subscription. We also provide you with a custom profile for your firm that can also provide detail on each attorney, and can include photos, video, a description of your practice areas, firm background, contact information and more. At the same time, we will also set up a back link to your site which will help increase your own page ranking on Google, Yahoo, MSN and other search engines.

Finally we have our **Open Inquires** option. This allows you to have unfilled inquiries instantly emailed to you if we do not have an active attorney in that area. Essentially you are getting access to high quality inquiries at a very reasonable price from consumers who are just outside your traditional coverage area, or you can use these as a way to generate residual income by referring these inquires to other attorneys or legal services.



Let me show you what this looks like by pulling some historical data on inquiries in your practice area and geography:

- Ask categories and coverage area they are interested in
 - Give them historical lead volume for past 12 months for exclusive, network and remnant leads
- Break down ROI and show COST SAVINGS with ExpertHub with the following:

Lets' compare our service to other online advertising options for you. If you were to advertise on Google for the keyword _____, Google will charge you \$x to get a visitor to your site. Now, once you get them there, you have to be very good at converting that visitor to a lead. We've worked with a lot of lawyers and bought a lot of Google keywords for our lawyers and the average lawyer gets 3% to convert to a lead. The very, very best can get 5%. That means it would cost you \$20*x to \$30*x to a lead if you bought through Google. If I look at our lead inquiry volume last month, we generated Y leads from consumers that are relevant to you. That means our service would be worth ___ in Google advertising.

As you can see, each package has its benefits, and if you subscribe to 2 or more, you not only increase your exposure and inquiry volume, but I can also offer you a discounted rate. Once you begin our program, we are so confident that you will be happy with your experience; we don't see the need to tie you down with a long term contract. If you sign up today I can offer you <special offer pricing>. Is there anything else I can answer for you?

Great, what I would like to do is put together a custom proposal /insertion order for your review that will detail everything we talked about. Which email address shall I send that to?

If Proposal Sent: Why don't we set up a follow up call so I can answer any additional questions you may have? How is <day> looking for you?

Schedule appointment and thank them for their time. Send "Demo Call" email and customize verbiage along with proposal.

If Insertion Order Sent: Let me confirm a few items to make sure I have the correct information for your agreement:

Your firm name is _____

Address _____

Fax _____

Preferred Method of Payment: credit card or check (**If he says credit card just explain you will send over a credit card verification form as well.**)

I am also going to need you to fax back to me with your signed agreement a copy of a voided check, so that we can just do an electronic payment for you.

Let's recap your subscription package:

For <practice area>

For <Practice Specialty>

In the counties ---- ----- ---

And Exclusive site(s): -----

Great, then the check is going to be for \$<dollar amount>. Shall I email or fax you the agreement?

Great I will have it to you within the next 15 minutes, if you could just fax it right back so I can assure we are all secure with all your territories.

After I receive back the signed Insertion Order and method of payment, I will call you with your user name and password, and we will automatically send you a Welcome email that has details on your user name and password, information on how to set up your profile, and more.

<Name> it has been a pleasure and I sincerely look forward to a very prosperous relationship together.