

# Legendary Settlements.

-Evel Knievel



Your Firm & Associates

Personal Injury Attorneys

Call 555-1212

**The Conventional Wisdom:** If you had an advertising advantage that impressed upon the general public that you are the most capable lawyer to take their personal injury case and get them as much compensation as could be gotten – wouldn't that be great? However, you don't get the chance to impress anything upon anybody unless they call you in the first place. Your generic, same as everybody else advertising is conventional wisdom and not very effective.

Most clients just want a good lawyer who is going to get them the most amount of money. Most clients couldn't care less about your personal life or any of the other useless information you put up on your website. People don't peruse the internet reading up on personal injury lawyers and going through all your peer ratings and newsletters, and they don't really care what judge you used to clerk for or how much charity work you've accomplished.

**Accident victims make the decision to hire a lawyer quickly and emotionally right after they get hurt in an accident. Your advertising had better make an impression on them.**

If you continue with conventional wisdom you will not **ever** put yourself in a position to cherry pick the most lucrative cases and you are simply wasting your advertising dollars.

Conventional wisdom is for educated people who rely on other educated people to sell them advertising biased by their own limited imaginations, experience and knowledge. Conventional wisdom does not guarantee results; conventional wisdom guarantees mediocrity.

Objective fact #1: how many people are injured from OUT OF TOWN that need a personal injury attorney but couldn't pick you out of a lineup? **Evel Knievel** is your advertising advantage for millions of dollars worth of cases from injured OUT OF TOWN plaintiffs.

Objective fact #2: if your phone is not ringing off the hook – why would you continue advertising with conventional wisdom? The public is simply not impressed with your advertising because it is neither memorable nor captivating in comparison to all the other lawyers advertising the exact same conventional wisdom.

Objective fact #3: if your ego is so big, or your imagination so small, that you are still in denial about the ineffectiveness of your advertising we can't help you. However, if what you are reading makes sense, and you want to build a large bank account, review the FAQ and learn more about what we have to offer: surprisingly affordable, exclusive, effective, **non-conventional advertising.**

**“Small imaginations yield small results.”**

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