

Finding The Personal Injury Lawyer
For Your Client's Case

*One With Integrity, Compassion &
Deep-Rooted Mastery Of The Law*

Let's review the facts, shall we?

- Your client has been injured.
- Whatever the extent of their injury, trauma has been inflicted on them – perhaps paired with the burden of medical bills and the inability to work.
- You believe their injury was caused by someone else's negligence and your client is seeking compensation for their losses.
- Your client has questions and concerns. They feel alone, uneasy and generally in the dark when it comes to the headaches and hurdles of personal injury litigation.
- Your first question: *How do I find someone to help them?*

It would be unreal to say that going through a personal injury case is simple. Even describing it as “a bit challenging” would be an egregious understatement. However, you can help make your client's experience significantly less draining and a lot less complex with a personal injury lawyer that *you* trust.

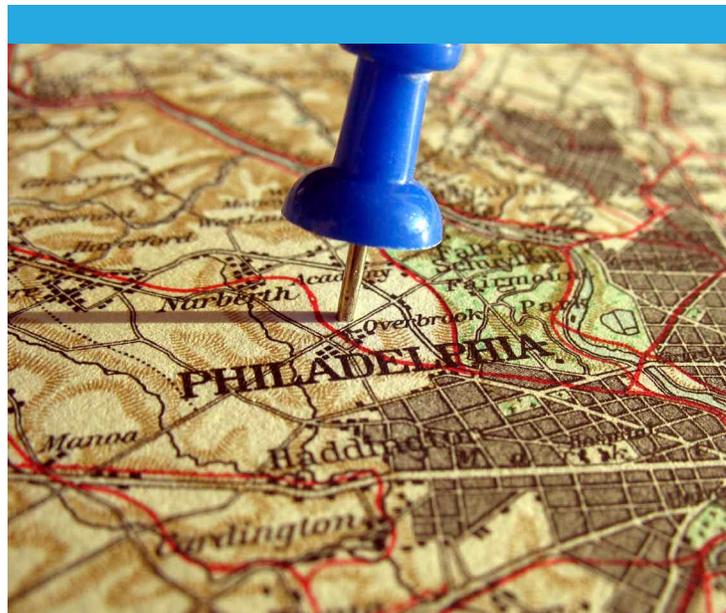
But let's go a step farther – not just by making your client's case less negative, but also by making it more *positive*. Make your client's personal injury case infinitely more rewarding by recommending an attorney who specializes in personal injury cases and merges clearheaded expertise, levelheaded aggression and heartfelt compassion.

Interested? Good. Here's how you do just that:

LOOK LOCAL

You definitely want to find a personal injury attorney whose office is nearby. If that isn't possible, make sure he or she is willing to travel to you and your client or meet at a convenient location so your client is not encumbered with travel time on top of everything else going on.

If your friends, family members or other local attorneys have experience with personal injury lawyers, get their input! The people closest to you are the ones you can trust most with referrals.



If a referral from a friend, family member or other local attorney isn't available, head to the internet. Most local Bar associations have referral services that list lawyers by legal specialty. However, use discretion – some of these services list any attorney in good standing who maintains liability insurance without carefully screening qualifications and experience. If you want to use a lawyer referral service, make sure you find out the screening process first.

Keep in mind that a referral service may provide you with areas of expertise and extent of experience – the facts and figures – but it's not going to provide you with the lawyer's philosophy, personality and level of commitment to going the extra mile for your client's legal protection and peace of mind. That's where your own investigation kicks in. You have to get personal to choose the most fitting personal injury lawyer for your client and their particular case.



**EXAMINE
EXPERTISE**

You want the personal injury lawyer your referring your client to, to be as experienced in his or her field as possible, so don't skimp on your background investigation. Find out the following:

- How long the lawyer has been in practice
- The percentage of his or her practice that involves personal injury litigation
- If he or she has special expertise in the specific category that your client's personal injury falls into, whether it be slip and fall, motor-vehicle accident or workers' compensation

NOTE: A truly dependable lawyer has resources and connections to professionals in various fields, like engineers, accident reconstruction analysts, forensics specialists, mechanics, trauma doctors and other medical experts. These industry experts give your testimonials professional substance and compelling content that shows the jury what your client's been through.

- If the lawyer you're consulting is *actually* the lawyer who will personally handle every aspect of your client's case

NOTE: It is not uncommon for lawyers in a firm to split the responsibilities of a case. Make sure all details of the case, even the tedious and routine tasks, are taken seriously and personally by the attorney you are talking to – that is, if this person meets all aforementioned standards.

If you find out that another lawyer or lawyers will be involved, and you and your client are okay with this, make sure you both speak with those individuals as well.

THE THINGS THAT MAKE A DIFFERENCE

While these things aren't “technically necessary” to getting your client's personal injury case in the right hands, these are the factors that promote you and your client's positive peace of mind and ensure the personal injury lawyer's genuine commitment to you, your client and their case.

Look for a lawyer who does the following:

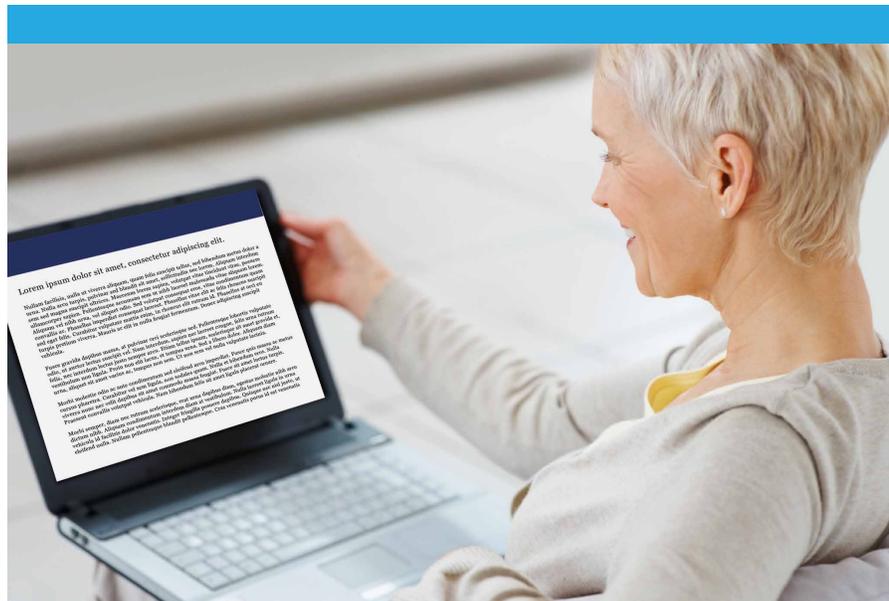
- Produces authentic and helpful content, either through a blog, on his or her website or via email or social campaigns

NOTE: This does *not* include promotional content! That is neither authentic nor helpful.

- Truly listens to you and your client and engages in a conversation with you

NOTE: If you think this sounds a bit emotional, you're right. Personal injury litigation is emotional – your client's rights, health and serenity are at stake. The personal injury attorney you refer them to should make them feel comfortable, calm and fully supported. This person should not only take detailed notes when your client talks, but also show you that he or she is truly hearing every word by responding with compassion and genuinely engaging in a conversation with them.

- Works on a contingent agreement – he or she gets paid only when your client's case is resolved successfully.



Look for a lawyer who does *not* do the following:

- Overwhelm and confuse your client with legal jargon, perhaps to showboat expertise that may only be surface-deep
- Dominate the discussion by boasting about the multimillion dollar verdicts and legal resolutions he or she has won for past clients

When it comes down to it, the person you choose to handle your client's personal injury case should make you feel like he or she will stop at nothing to get your client what they deserve. This person should be a knowledgeable guide, a trustworthy confidante, a source of confidence and, albeit rare in the legal field, this person should become a comforting companion for your client.



To learn more about Howard B. Segal's unique approach to personal injury litigation – guiding you and your client with clear instruction, professional expertise and compassionate support – visit him online at howardbsegal.com. To reach Howard directly or speak with a member of his firm, call 484.450.9660 or toll free at: 866.403.8483.