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Copy

Client: Barnes Law Firm
Date: 0814
Re: Marketing –**Direct Mail piece**

Situation

Barnes Law Firm provides legal services in the Knoxville area with a practice focus on criminal defense, personal injury and DUI cases. In the criminal area, principal John Barnes has a great track record representing individuals charged with drug possession.

The assignment is to create a mailer that will be sent to individuals cited or arrested for drug possession. A second assignment is to adapt the mailer into a landing page, which can be accessed via website www.notguiltyknoxville.com or as a response link for emails.

Format

"Folded Double Sumo" (Modern Postcards modernpostcard.com/products/double-sumo)
10.5" x 6", opening to 10.5" x 12", print 4C two sides on 14 pt. premium card stock
240-line screen, images 355 dpi. Layout requires .25" on 4 sides for bleed.

COPY

OUTSIDE Panel One, upper portion of the outside

Header line

ADVERTISING MATERIAL

Photo

Person standing in front of a judge in a courtroom

Headline

"In the courtroom and the playoffs, it's DEFENSE that wins."

OUTSIDE, Panel Two, lower portion of the outside

Headline

Going to court without a lawyer is like going to a gunfight with a knife.

Photo

John Barnes

Boxed area next to photo

Knoxville lawyer John Barnes has experience and a winning record

Avvo rating: 10 – "Superb"

- Endorsed by clients
- Endorsed by other lawyers
- See it yourself: <http://www.avvo.com/attorneys/37919-tn-john-barnes-3895401.html>

The Avvo rating considers a lawyer's years in practice, professional achievements, industry recognition and disciplinary history. "10" is the highest rating.

Subhead

"Bad things can happen to good people. We're here to make things right. Call now to find out how – our first meeting is free."

Logo and contact info

Footer

ADVERTISING MATERIAL

COPY

INSIDE Panels One and Two

Header line

ADVERTISING MATERIAL – IF YOU HAVE ALREADY HIRED OR RETAINER A LAWYER IN THIS MATTER, PLEASE DISREGARD THIS MESSAGE

Subheads and text

Right now, you don't know what to expect.

Maybe you're an optimist: "I'll just stand up and talk to the judge. He'll see that I'm a nice person and he'll let me go."

Maybe you're a pessimist: "I'm screwed! No matter what I do, the judge is going to throw the book at me."

The fact is, even if you've taken time to read the charges and research the laws that apply, you have no idea what's going to happen once you walk into that courtroom.

Here's the smart move.

Take a deep breath and relax, then give me a call. I'll review your case. I do this for a living everyday and know exactly what you should expect. I'll describe the courtroom process, go over your possible defenses, and share with you the insider tips and tricks you'll never find by searching the Internet. By the time the meeting is over, you'll know your options and feel a lot better.

Photo: John Barnes

It's the smart move. Since the first meeting is free, it's the only smart move.

Pick up the phone and book an appointment. I'll take the call personally.

(865) 240-2288

Here's what your facing.

Freedom – If convicted, you can spend time in jail. In the State of Tennessee, possession of a half-ounce or less of marijuana is a Class A misdemeanor with penalties of up to 11 months and 29 days in jail. Prescription drugs like oxycodone, and illegal drugs like cocaine, can carry higher penalties.

Photo: jail cell

If you've never spent time in jail, you're in for a shock. Spending the night is one thing, but spending weeks or months is downright scary.

Money – Stiff fines are mandatory in drug cases, and that doesn't even include added court and probation costs. For marijuana, the fines are up to \$2,500 for first time offenders and can go much higher for repeat offenders. You can also be denied government benefits in the future and lose opportunities that you otherwise might have gotten; no more access to student aid, food stamps, housing assistance or government contracts or jobs.

Reputation – Already, your arrest is a matter of public record: that's how I knew to write you. If you're convicted, that record can follow you the rest of your life. Anyone who Googles your name will be able to find it. And if you've ever filled out an employment form, you know that adding a conviction to your resume can only make a job market that much tougher.

Most lawyers don't know what to look for. I do.

You're charged with breaking a law. But there are still laws that protect you. Did the officer follow all the correct procedures when he made the arrest? Were you informed of your rights? Did he have the proper documentation, before, during and after? Were the drugs properly seized, preserved, and tested? You'd be surprised how often the answer is NO.

Most criminal defense lawyers don't have the knowledge, training, or willingness necessary to challenge the State, break down each case, find the holes and turn them into a defense that works. I have training and courtroom experience in drug cases, cross-examination, the science of drug testing, and the other essential skills necessary to win your case.

I don't walk into court with a copy of the warrant and beg the prosecutor for mercy. Many lawyers approach cases that way and it just doesn't work. If you want to win, you need an attorney who will spend time to learn the facts, interview any witnesses, talk to the arresting officer, and challenge the State's prosecutors. These are the steps that can lead to a dismissal or significantly reduced charges.

Your future will be decided in a courtroom.

Knowing the law and police procedures isn't enough. Presenting your case to a judge, prosecutor or jury in a convincing manner is critical. That presentation may involve telling your individual story, challenging testing and procedures and cross-examining the arresting officer and other witnesses.

Photo: officer testifying

I've personally handled hundreds of drug, alcohol, and other criminal cases. I understand the courtroom process and have perfected techniques to defend my clients. I handle these cases myself – I don't pass them on to a junior attorney – I am the one who will fight for you and I'll be available to you every step of the way.

No cost, no obligation for our first meeting. It's the only smart move.

Pick up the phone and I will speak to you myself:

(865) 240-2288

Your goal and my goal are the same.

I'm not here to plead you out. My law practice is based on knowing the law, providing a great defense, and winning. The more I win, the better my business will be.

So you and I have the same goal: get the court to say "Not Guilty", "Reduced Charge" or "Outright Dismissal."

Photo: gavel striking

How much does it cost?

I make my expertise available and affordable to those I serve. My fees will never be the highest, nor are they the lowest – I'm somewhere in the middle.

The great news is that your dollars are spent on actually defending you. Since I already have years of experience with drug-related cases, I no longer need to research the law, police procedures and the science of testing methods. In fact, I'll know by the time you leave my office where I'll be headed with your case – and you will know, too.

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I also accept payment plans, something most lawyers won't do. If you're able to pay my retainer upfront, you earn a discount on fees.

I do this because I truly believe you are entitled to the very best defense available. I'll do everything I can within the law to keep you from having a conviction, jail time, fines, costs and probation.

My Guarantee

I'm not a great chef, and I can't tell you who will win the World Series.

But I do know the law, and I've dedicated my career to defending people just like you from the laws that threaten you with jail time, huge fines and a permanently ruined reputation.

If you call me for your Free Initial Consultation and after we meet, you're not convinced that I've

- Provided you with a blueprint for your defense
- Proven to you that I have the skills to help you
- Made you comfortable with the idea that retaining me as your attorney is your best ticket to a Not Guilty, Dismissed or Reduced Charges

If you don't think I will provide the best possible defense for you,

I'll pay \$200 toward your retainer fee to hire another attorney.

After we speak, you're going to feel a whole lot better. I promise.

No cost, no obligation for our first meeting. It's the only smart move.

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Logo and contact info

Footer line

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