

FAQ for Informational Newsletters

1. **What newsletter options do you have available?** We are happy to announce that we now have 2 newsletter options available. The principal differences are:
 - a. Our initial newsletter, *Privileged Communications (PC)*, is available to send monthly, bimonthly or quarterly, you can pick your topics, is mostly done in B & W and only few areas like Masthead and address area are customized.
 - b. Our second option, Talking Med, (although name can be changed if short) is generally in color, has more customization options, is also available to send monthly, bimonthly or quarterly. This one is more expensive as the content will be the same but the information will have to be cut, pasted and reformatted into a different program.
 - c. The information below may be divided into PC for initial newsletter for TM (for newer one)

2. **How is the newsletter customized?**
 - a. PC- Your logo and contact information is inserted into the prewritten newsletter. If you have something you want to highlight like a change of address, a special offer, money back guarantee, etc. I can usually add this information also. Due to the detail/colors in some logos they do not scan well. In this case I will leave a blank area on the masthead and you can “cut and paste” your logo when you take it to the printers. For those who do not have a logo, I have can design a text box they will look similar to your letterhead or business card for your contact information to be displayed on the masthead. Also if there is an article that you would like repeated or the section called “What is a LNC?” and/or “Why hire an LNC?”, you can let me know. **Please note: if you change your logo or the look of your marketing materials and would like this reflected in your newsletter once it is initially set up, there may be an additional set-up charge.**
 - b. TM- the areas that can be customized include: name of newsletter, background color (to compliment your other marketing materials), picture, logo, contact info, experience, services, “about us” section. The information on page 2, may not be available on every issue due to space, but every effort will be made.

3. **What does the newsletter look like?** Both newsletter are 1 ½ to 1 ¾ pages, front and back. They are designed to be a self mailer, therefore it is tri-folded with the address up, so that all you have to do is address and place stamps. You can also place in your envelope if you wish. I usually pay to have them folded at the printers if price is reasonable.
 - a. For PC- If you are not going to place in an envelop, I suggest thicker paper than office supply business like Staples may carry, like #70. It holds up better for mailing. You can purchase paper from a paper supply store but check with wherever you chose to print them to make you this is allowed. When I have not used this type of paper, and received newsletters back, they were either torn or mangled in some way. This does not create a good impression of your company if the attorney receives it this way. I usually go to a paper store and take my paper with me to the printers. Pick a paper that will compliment your other promotional materials. If you use paper bought from a retail office supply company like Staples, you will probably want to close the newsletter with a clear mailing seal before sending. Another LNC told me she used different brightly colored papers to get the attorney’s or their staff’s attention. **To see samples of both, click on the links at the bottom of the “Marketing for LNCs” page.**

4. **Can I pick the topics?** Yes. Some of the articles are designed to educate the attorney about what LNCs can do for them and some are informational. I usually send the first 3 in order and then let the LNC pick which ones they would like, but if you are sending only to attorneys who know what you can do and not to prospects, you may pick your own articles. *Keep in mind that certain articles selected may be included with others on the list.*

5. **Can I send the newsletters all over my state or the US?** Due to other LNCs using *Privileged Communication* across the country, you will only be allowed to use the newsletters in a certain geographical area- **this usually means the city where you live or a nearby city or a certain part**

of the state if you are in a rural area. In a vary rural state I have given the entire state. You want to send to at least 100-200 attorneys, so I usually gauge distribution areas by how many personal injury attorneys are in the area. I usually look on martindale.com for this information. I know this may be a problem for some LNCs who have clients all over the country or state. I do not police this, but if you send to attorney outside of our agreed upon area, there is always a chance your attorneys may be getting *one of my newsletters* from more than one LNC. **If you are exhibiting at a statewide conference, you may not give away the newsletters at your exhibit unless the participants are limited to your distribution area.**

6. **Can I use the newsletter on my website?** No, because this would violate the distribution agreement.
7. **What if I wanted a larger distribution area?** Additional distribution areas of similar size can be purchased for \$50/area. If you would like to increase your distribution area after the first year, you can notify me in writing of the area you wish to add to see if it is available. If it is, you may add another distribution area at no additional charge by signing another one year agreement.
8. **When will the first issue be mailed to me?** You can start the newsletter at any time. If you tell me that you want to start in May. Make sure you are ready. This means that you need to have your database or mailing list compiled in advance. You can do this by using your local phone book or www.martindale.com or any number of other legal web sites. You may be able to send by email also if you receive the newsletter in PDF format. I obtained a lot of my email addresses from the state bar directory, but be sure to ask permission and give the attorney an "opt out" in your email. If you do send by email, you can only send to attorneys in your distribution area.
9. **Do I need to commit to a certain amount of time?** Yes, you must commit to a year. This is because I am granting you the right to use *Privileged Communication* in your distribution area. If you only use for 2-3 issues, then you may be preventing another LNC in your area from using this marketing tool. Also I have had several LNCs only use for 2 issues and when they do not see any business coming in, they want to cancel. This is not necessarily something that you will see immediate results from, although some LNCs have. But when attorneys continue to see your name over and over and you are providing them with educational content, you increase your chances of being called when they need someone.
10. **What is the cost?** For PC the cost is \$100/issue. If you prefer the look of TM, the cost is \$150/issue. This is because the information in PC must be inserted and reformatted into another program. I tried to do this once for \$125/issue but it took a lot more time than I thought.
11. **What does the cost/issue cover?** The cost is for each newsletter issue. This is for the 2 page customized newsletter that is sent by mail or PDF. Each issue has taken 3-5 hours to develop. You must have it printed.
12. **What other costs are involved?** There is a \$30 set-up charge to customize the PC newsletter and \$50 set-up charge to customize the TM newsletter due to more customization options. If significant changes are made after the initial set-up an additional fee may be required. This may not be known until I make the changes to see how much time is involved, but this amount will not exceed the initial set-up charge amount above. This charge may be due again if you decide to cancel after I have spent time customizing your next newsletter. To avoid this charge you must give a 30 day notice when you wish to cancel the newsletter.
13. **How often is the newsletter sent?** You have the option of sending the newsletter- monthly, bimonthly or quarterly. I usually recommend sending at least bi-monthly for first 6 months. You can then change to quarterly if you'd like, but other LNCs just want quarterly and a few want to send them out every month. **You can change to another frequency when ever you like, but you cannot skip a newsletter because you are too busy.** You can pay someone else to send them out for you. Kids are

good for this once they are printed. **You must receive the newsletter at least quarterly to use this service.**

14. **How is payment made?** The first payment is expected when returning the letter of agreement. This reserves your distribution area. For all other issues, payment is due **before** the newsletter is sent. The invoice will be faxed with the newsletter proof. You can also pay for issues in advance. Some LNCs wish to pay for the entire year or ½ year in advance. This is especially convenient if your job requires that you travel a lot. If payment is not received within 30 days of the date of the invoice, a finance charge of 1.5%/mo will be assessed. Payments can also be made through Paypal at www.paypal.com. There is no cost to you to register and make payments by **either check or credit card**. This will save the hassle of writing out checks, addressing and avoid late fees by being able to pay when invoice is received. If you wish to do this, go to Paypal web site, click on the “Send Money” tab, insert my email address and fill in your information.
15. **Is the newsletter available on disk, or attachment?** Receiving on disk is not an option at this time. I have provided them on disk in the past, but I found that many LNCs procrastinated and did not send them out on time. It is easier to stay on schedule when you have a printed customized newsletter with a date on it. **I do offer the option of receiving as a PDF file.** You can print them from your computer or send to your attorneys as an email attachment, but make sure you get permission to do this. After all the changes are made and payment received, the hard copy will be mailed or a PDF will be sent to your email address.
16. **Once I decide I want to use your newsletter, what happens next?** **You need to contact me to make sure that I have the area you want to market to available. If I do, I will need a signed agreement along with a check for \$130 for the first issue for PC OR \$200 for TM. This shows your interest and commitment and will reserve your distribution area. I will also need a business card and letterhead or envelop so that I can customize your newsletter.** If you have a logo it is best to send as a Jpeg file/ attachment. I can also obtain from your website or signature line. If none of these options are available I will attempt to scan the logo. If you use a certain font in this information, and want to use it in the newsletter please provide me with the name. If it is not a frequently used font in Word or WP, you will need to provide me with the font. After it is customized I will fax you a proof. I ask that you get back to me ASAP with changes. I will send the newsletter when I am notified that there are not any more changes and payment for the newsletter has been received.
 - a. For TM subscribers- please refer to Sample and send an email addressing these areas: newsletter name (if you wish to change the title, but must be short), background color (to compliment your other marketing materials), picture, logo, contact info, experience, services you wish to highlight and “about us” section. The information on page 2, may not be available on every issue due to space, but every effort will be made to include most.
17. **What if I do not have a fax yet?** I can either send to a spouse, work or other fax like Kinkos, etc. Most computers have faxes built in, where you can receive faxes but not fax yourself. Another option is E-fax. This service was free but there may be a small charge now. After you sign up you are given a fax number. Faxes that are sent to that number are sent to your e-mail account. www.efax.com. There are other similar services on the internet. This is a particularly good option if you travel frequently. You also have the option to receive proof as a PDF file, but **if you prefer this option the newsletter must be paid for before the proof can be sent.**
18. **Can the final copy be sent to my printer?** Yes, but I prefer to send the PDF file to you and you can forward to your printer so that you will know when it is sent and can follow up.
19. **Can I see a sample?** You should be able to view my current and some past newsletters on my website at www.sharonscottrn.com under the “Articles/Newsletters” section. There is also a link to both samples at the bottom of the “Marketing for LNCs” page.

If you have any other questions please contact me at 888-732-7779.

