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8 ways to obtain more clients

1. WEB CONTENT DEVELOPMENT

When you first launched your website, you probably had big plans for regular expansion and improvement. But your caseload, practice management, and life got in the way. And now your website sits stagnant, falling lower and lower in Google page position as more frequently updated sites rise above it.

We can provide a regular flow of high-quality, informative, and non-duplicate articles, blog posts, and even videos. All will be keyworded with the popular search phrases that we jointly agree make sense for your practice, region, and competition. We use a team of experienced and salaried legal writers who work onsite in our publishing offices; none of our writing is shipped overseas.

Articles \$55 each and blog posts \$35 each.
3-month minimum.

2. WEBSITE MAKEOVER

Was your site designed and created several years ago? Has it been neglected since? Did the developer not deliver the quality of work you expected? Are you nervous that your site is not as search-engine friendly as it should be? We can quickly and affordably modernize the appearance and architecture of your site. Most sites do not need to be discarded and replaced; a re-working and re-design is frequently enough to improve a site's performance and modernize its look.

Of course, ongoing content additions and maintenance are needed if a site is to perform its best, whether it is old or recently re-done. We recommend that a content development or website optimization package accompany all site makeovers.

\$500-\$1,000, depending upon how much work is needed, plus any ongoing content development (see #1) or optimization work (see #3).

3. BETTER GOOGLE PAGE POSITION

Many of the websites we encounter have not been properly constructed. Others lack inbound links with helpful anchor text. Some need appropriately keyworded text.

Any of these three problems can keep your site from appearing on Google page one for the important local search phrases. That absence hurts both traffic and conversion, and means your competitors' sites are obtaining the visitors and clients that could be yours.

We can put your site on Google page one and keep it there. **\$200 per month** (more if you are in one of the country's most competitive regions). 3-month minimum.



4. GOOGLE PLACES

Google Places (aka Google Local) contains the listings preceded by a red pushpin containing a letter, lawyer photo, and address. Sometimes the Places listings appear in the middle of Google page one and sometimes at the top, but the position is always prominent. Sometimes Places occupies half to three-quarters of page one, and its photos can be eye-catching.

Obtaining a top position on Google Places requires a different approach than optimizing your website for good organic placement. It occurs primarily through the placement of hundreds of consistent business listings on directory sites. We will create your Places listing and optimize it for **\$100/month**. 3-month minimum.

5. MONTHLY CLIENT NEWSLETTER

The easiest way to increase referrals from your clients and contacts is to regularly remind them of your existence. People will forget about you otherwise. The most effective way to remind them is with educational

information that (a) demonstrates your expertise, and (b) encourages sharing with people who need your services.

Every month we create a 4-color, 4-page newsletter for your firm. We can write up to two custom articles each month about your firm; the rest is educational information about the legal process. Multiple design formats are available.

We can supply a PDF for you to email or to print and mail. Or we can print and ship a hard copy to each name on a mailing list you supply. Or we can email the newsletter for you. There is no minimum term; you may cancel anytime.

We can send you samples of issues we have produced for others.

\$200 per month. Add printing and shipping if we mail a print version for you.

6. NICHE WEBSITES

This low-cost website can be helpful (1) if your web marketing budget is limited, (2) to serve as a sophisticated and focused landing page for your other advertising, or (3) to feature a subspecialty you want to emphasize.

- ♦ 12 educational articles
- ♦ 3 informative videos
- ♦ Variety of design templates
- ♦ Single specialty or multi-specialty sites available
- ♦ Domain and hosting included

We do everything required to create and run your website, including domain selection and registration, custom writing, design, coding, video posting, and ongoing site maintenance. You need do no work.

There are no additional fees, unless you work in a competitive web marketplace and want us to optimize your site for strong Google page position.

\$95 per month. Minimum of 3 paid months; first month is free.


7. ONLINE REPUTATION

Searches for lawyers have not only moved online; they have also fragmented. Long gone are the days when paying \$1,000-\$1,500/month to Yellow Pages was all you needed to worry about. Now you need complete and active profiles on Facebook, LinkedIn, Avvo, Yelp, and more, because prospective clients are using many different databases to find lawyers.

Creating and maintaining a top-drawer appearance and reputation online requires effort and knowledge.

For example, to obtain the highest Avvo rating that your biography permits, it is important to (1) understand Avvo's ranking algorithm and (2) develop content additions. Your LinkedIn and Facebook profiles should be complete and should regularly add connections and friends. Yelp should show several positive reviews for you. If someone has posted a negative review, those disparaging comments need to be countered.

If you want our help with the job, we can create and maintain a positive and widespread online presence for you for **\$250/month**. 3-month minimum.



Disability NEWS
The Law Offices of Tom Bush
May 2011

inside this month's issue	What to Know Before Your Hearing
page 2	The hearing in front of an administrative law judge is the part of the disability benefits process that worries claimants the most, probably because when most people hear the word "judge," they picture the intimidating courtrooms of television legal dramas.
Top Three Tips for Winning Benefits. Simple but indispensable advice for increasing your chances of a favorable decision.	conference room. You, your attorney, the judge, the judge's assistant, and any witnesses will be the only people in the room, unless you want to bring observers.
page 3	You can wear whatever makes you comfortable (within reason), and if it is painful for you to sit for long periods, the judge will accommodate your request to stand during your testimony or to take a break.
Frequently Asked Questions. Here we will answer the most	You will be required to testify under oath, and the most important thing is for you to always tell the truth. Your disability lawyer will give you some idea about what kind of questions to expect and how best to answer.

8. 75-100 PAGE EDUCATIONAL WEBSITES

Capture your share of web-surfing prospects with the most advanced legal websites available. Using redirected content from our law books, we have created articles, videos, an ebook with follow-up letters, and an instant PDF download. All are designed to showcase your expertise. Response is tracked using our customized claim form and free 800 number.

We do all the work in creating and maintaining your site; you need only send us any photos or background information you want us to use in writing and designing your site. In regions and specialties with modest web competition, our sites usually move to Google page one within several weeks. For competitive cities and specialties, you will need to add an optimization or content development package to obtain those results.

\$295 per month. Minimum of 3 paid months; first month is free.

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DISCOVERY

Deposition Checklists and Strategies

by T. Evan Schaeffer

Hundreds of pattern questions for treating physicians, corporate representatives, insurers, lay witnesses, defendants, and others. Annotated with strategic suggestions, pitfalls to avoid, and bonus discovery forms. 600 pages. Full-text, searchable CD included. **\$99**

Guerrilla Discovery

by Ashley Lipson

Strike and parry quickly and painfully during your next discovery confrontation. This battle-proven, tactician's guide offers dozens of creative forms, checklists, arguments, and strategies. Use it to: firmly establish your allegations, learn of additional counts or causes of action, discover and weaken the enemy's defenses, quickly eliminate fictitious and boilerplate defenses, obtain concessions and admissions, and coerce settlement. 780 pages. Full-text, searchable CD. **\$99**

Handling Federal Discovery

by William M. Audet and Kimberly A. Fanady
Walks you step-by-step through every discovery task, from setting discovery goals and satisfying new disclosure requirements to deposing expert witnesses. Provides practical instruction and sophisticated strategies that help you handle your opponent's tricks and delay tactics. 50 forms. 490 pages. Full-text, searchable CD. **\$99**

How to Prepare For, Take and Use a Deposition

by Daniel P. Dain

Preparation, procedure before, during and after, examination techniques, objections, defense, depositions at trial, videos and computers, and rule updates. Includes pattern questions and motions. 600 pages. Full-text, searchable CD included. **\$99**

Model Interrogatories

by Kevin R. Culhane

Construct precise, probing, and winning questions with these 4,500 pattern interrogatories. Covers 25 topics, including motor vehicle, premises liability, product liability, wrongful death, wrongful termination, broker liability, sexual harassment, fraud, and more. Includes explanatory text, law, and practice tips. 1,700 pages, 2 volumes. Full-text, searchable CD. **\$99**

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Portland Maine injury attorneys

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
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Other cases




Children and minors



Nursing homes

more videos: Food poisoning
Intentional torts

Free glove box guide



If you are pulled over or have an accident...

This handy sheet explains what to do and mistakes to avoid when in an auto

Advice from an experienced Portland Maine injury attorney

Have you been hurt in an accident? Do you believe you are owed compensation?

If you were sitting in the office of an experienced Portland injury attorney, here is what he or she would tell you about your prospective Portland personal injury case:

Evaluation
The value of your case will turn on five factors, listed in order of importance:

1. Is liability clear and one-sided?
2. How extensive are the damages?
3. Does the defendant have the ability to pay?
4. Will a jury consider you a "good" plaintiff?
5. Will the defendant or his actions be considered "bad"?

Insurer tactics
Insurance companies play rough. Personal injury claimants who have not previously dealt with insurers are usually stunned to learn that carriers can and often do simply refuse to pay. Other times the insurer will not provide an outright refusal, but instead will seek to wear the claimant down with responses like:

1. "We cannot locate the medical records you sent us several months ago."
2. "The adjuster in your case has been assigned to a different office. Please give us an additional 60 days to assign another adjuster."
3. "We will not make an offer until we take a statement from you." [Don't do it!]
4. "Thank you for offering to settle for \$25,000. We will pay you \$1,200."

Representation
Attorneys differ in:

- The amount of experience they have dealing with insurers,
- Their willingness to take personal injury cases to trial, and
- Their track record in the courtroom.

Insurers are aware of these differences and tailor their responses accordingly.

We have been successfully handling personal injury cases in Portland and surrounding areas in Maine for over 30 years, and have learned much about obtaining favorable settlements and winning verdicts for our personal

Be careful when talking to the insurer about your Portland Maine personal injury case

It is important to understand that making a personal injury claim is an adversarial process. Once an insurer has been notified of a potential claim, its job is to build its file by acquiring as much information from you as possible. All the information accumulated is designed to be used against you.

You should speak to a knowledgeable personal injury attorney before providing a statement to the insurer. Otherwise you may damage your case. Unfortunately, that damage frequently occurs because insurers:

- Are experienced at the settlement process and claimants are not
- Begin the process in friendly and cooperative fashion
- Discourage claimants from seeking attorney advice

Claimants are lulled into thinking that the insurer is going to provide a prompt and fair settlement.

Understanding the Portland personal injury settlement and trial process

Prior to our initial interview, and definitely before you make any statements to an insurer, you will want to spend some time reviewing this website. Its pages are loaded with usable information and detailed answers. We especially recommend:

- Our answers to 51 Frequently Asked Questions explain how your medical bills will get paid, the role of your lawyer, what you need to do to help, the steps to settlement, and what happens if your case does not settle.
- The 17 educational videos on this website describe the key liability factors in a variety of personal injury cases. Learn whether your case has the attributes needed to get over this critical hurdle.
- Common Adjuster Ploys and Dirty Tricks and Insurance Adjuster Evaluation Ploys alert you to the most common ways that insurers take advantage of inexperienced claimants and attorneys.
- How an Adjuster Will Evaluate Your Case provides a look inside the insurance company's valuation

51 Frequently Asked Questions

17 Educational Videos

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3

LITIGATION

Building Trial Notebooks

by Leonard Bucklin

This proven system materially reduces litigation preparation time and ensures that you and your cases are always ready for deposition, hearing, and court dates. How? The notebook keeps you, your staff, and even your client laser-focused on assembling in courtroom-usable format the essential arguments, questions, and documents. 950 pages, 2 volumes, full-text, searchable CD included. **\$99**

New! Deposition Objections

by Joseph A. Ranney

Here is a quick-draw armory of dozens of objections and tactics to help you protect your witness and your case, including: attorney-client privilege, attorney work-product, proprietary and confidential information, witness self-incrimination, family communications, communications with professionals, privacy, legal process privileges, relevance, vagueness, ambiguity, repetition, lack of foundation, legal conclusions, and more. 675-page softcover with full-text, searchable CD. **\$69**

Federal Trial Evidence

by Kim Zeldin

Tactics, illustrations, key cases and simplified restatements of the Federal Rules of Evidence. Dozens of checklists and a quick reference guide. 630 pages. Full-text, searchable CD included. **\$99**

Federal Trial Objections

by Gail Killefer

Evaluate admissibility, object and respond quickly, preclude trial objections with motions in limine, and draft briefs on evidentiary objections and motions. Pattern objection language, responses, comments, tactics, practice tips, cautions, foundational elements, case citations and synopses for over 100 objections. Civil and criminal. 760 pages. Softcover with full-text, searchable CD. **\$99**

Is It Admissible?

by Ashley S. Lipson

Fast answers and solid principles on how to propose and oppose virtually every form of evidence. Divides the universe of evidence into four categories — testimonial, documentary, real and demonstrative — providing extreme detail in a concise, organized manner. Instant access to cases, statutes and checklists help you lay solid foundations, make accurate objections, and effectively examine. 580 pages, courtroom softcover included. Full-text, searchable CD included. **\$99**

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by Walter R. Simpson

Strategies, angles of attack, and pattern cross-examinations for common fact patterns in 10 broad areas of civil law, including: personal injury, medical malpractice, employment, and insurance. Cross-examinations for the key witnesses in every fact pattern are annotated with practice points, technique tips and objections/responses based on the author's four decades of in-the-trenches trial experience. 400 pages. Softcover with full-text CD. **\$69**

Preparing for Trial in Federal Court

by Danford D. Grant

A unique task checklist that provides the what, why, when, and how for structuring the case, discovery techniques, admitting and excluding evidence, using experts, settlement strategies, trial tactics, cost-saving measures for smaller cases, and more. 950 pages. Full-text, searchable CD included. **\$99**

Proven Jury Arguments & Evidence

by Karen Lisko

Juror biases, juror questions that counsel must answer, thematic options, jury analogies, most important witnesses, demonstrative evidence checklists, how to argue damages, high-risk jurors, 10-minute voir dire, and questions to avoid — all specific to case type. 500 pages. Full-text searchable CD. **\$99**

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Disqualifying, cross-examining, and impeaching your opponent's expert. Controlling expert witness costs. Effectively presenting your expert. Includes pattern questions by expert type. 570 pages. Full-text, searchable CD. **\$99**

Trial Evidence Foundations

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The rule, elements, tactics, and key cases are provided for 60 frequently-needed foundations. Helps you anticipate and avoid objections and provides alternate admission procedures. Contains a 30-page quick reference guide. 550 pages. Full-text, searchable CD included. **\$99**

Trial Objections

by Rogge Dunn

When and how to make and meet objections more successfully. This quick-reference book covers the full range of objections, complete with over 100 pattern objections, tactics, forms, suggested responses, necessary foundations and hundreds of state and federal cases. 800 pages. Full-text, searchable CD included. **\$99**

Trial Preparation Tools

by Beth D. Osowski

Case logs, to-do checklists, countdown calendars, proof rubrics, motion arguments, evidence checklists, pattern themes, openings, and closings. Plus tips for effective discovery, picking juries, and proving facts. 500 pages. Full-text searchable CD. **\$99**

PERSONAL INJURY

Deposing and Examining Doctors

by Kim Patrick Hart and 8 doctors

How to prepare and take medical testimony. Pattern questions and outlines supported by tactics, medicine, and four-color illustrations suitable for enlargement. Covers 8 medical specialties. 840 pages, 2 volumes. Full-text, searchable CD includes four-color illustrations. **\$129**

Determining Economic Damages

by Gerald D. Martin, Ph.D

Use proven procedures, checklists, samples and tables to value economic loss in wrongful death and personal injury cases. Learn how to calculate damages, what to ask a forensic economist, which tables to consult for current information on damages and more. 620 pages. Full-text, searchable CD included. **\$99**

Exposing Deceptive Defense Doctors

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Strategies and pattern questions for revealing dishonesty, bias, overreaching, and incompetence by defense doctors in multiple specialties. Includes chapters devoted to commonly-encountered injuries. 620 pages. Full-text, searchable CD included. **\$99**

How Insurance Companies Settle Cases

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A behind-closed-doors look at how insurance cases are valued, what the adjuster needs to settle your case, and how to keep your case moving. Scope runs from estimating bodily injury damages and investigating coverage to claims denials and action letter outlines. 700 pages. Full-text, searchable CD included. **\$99**

Insurance Settlements

by Ronald V. Miller, Jr., and Kevin M. Quinley

Insider's guide to the insurance settlement process. What adjusters look for, how to arrive at a demand figure, reviewing medical reports, valuing common injuries, building damages, pain and suffering, and more. 130 forms, 1,270 pages, 2 volumes, full-text, searchable CD. **\$129**

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Maximizing Damages in Small Personal Injury Cases

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Support your claims with medically accurate illustrations. Handle medical topics with confidence. You receive: 450 detailed and labeled medical illustrations (most in four-color) in print and on 2 DVDs, anatomy in plain English, case studies of common injuries, questions and answers for experts, and other sources of additional information. 880 pages. **\$99**

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Overcome insurer suspicion and juror skepticism with scientific studies and PowerPoint exhibits. Includes summaries of more than 400 medical and engineering studies, and four-color medical illustrations suitable for enlargement as exhibits. The full-text, searchable CD contains a color PowerPoint presentation perfect for trial and four-color illustrations. 900 pages. **\$99**

Personal Injury Forms: Discovery & Settlement

by Ronald G. Bankston and John A. Tarantino

Discover hundreds of tested forms, plus detailed check-lists and practice guides for client contact, case evaluation, experts, discovery and settlement in any personal injury case. Track critical topics in specific cases, such as automobile, medical negligence, slip and fall, and others. Full-text, searchable CD. **\$39**

Personal Injury Trial Notebook

by Don Woody

Notebook and trial preparation checklists, motions in limine, voir dire questions and jury questionnaires, model openings, witness examination outlines, foundations and objections, post-trial motions, phrases for closing, errors to avoid, and more. 740 pages. Full-text, searchable CD included. **\$99**

New! Personal Injury Handbook

by Roger and Larry Booth

Forms, checklists, and tips to help you maximize the value of your cases. Case selection, investigation and discovery, selecting your expert, defense medical exam, deposing the defense expert, overcoming settlement hurdles, and more. Covers 14 types of cases – from auto through construction and medical to molestation and premises. 570-page loose-leaf with full-text searchable CD. **\$99**

Slip & Fall Practice

by Charles E. Turnbow

Receive expert guidance from the leading authority on proving notice and breach, investigating the accident scene, determining the coefficient of friction, dealing with experts, preparing for trial and more. Expanded index, building code references, comprehensive table of authorities. 640 pages. Full-text, searchable CD. **\$99**

CORPORATE

New! Drafting LLC and Partnership Agreements

by Joseph W. Boucher

21 pattern operating agreements with drafting advice, issue-spotters, questions to ask clients, management issues to resolve, and drafting points – all tailored to 12 different industries: agricultural, construction, manufacturing, wholesale, retail, insurance, real estate development, service, technology, medical device, computer software, and technology hardware. 825-page softcover with full-text, searchable CD. **\$69**

The Limited Liability Company

by Phillip Jelsma and Pamela Everett Nollkamper

Model formation and operation documents, drafting tips, sample client letters, comparison charts, IRS revenue rulings and more. The authors discuss each state act separately in a detailed state-by-state analysis that includes checklists and forms. 1000 pages. Full-text, searchable CD included. **\$99**

SOCIAL SECURITY DISABILITY

Medical Issues in Social Security Disability

by David A. Morton, III, M.D.

Explains the SSA's unwritten medical rules and how to best present your claimants' impairments. Shortcomings in submitted medical records, the types of mistakes adjudicators are most likely to make, where generous allowances are provided claimants, ailments and tests frequently overlooked by treating doctors, and more. 65 medical opinion forms, 2 volumes, 1,930 pages. Full-text, searchable CD. **\$129**

Social Security Disability Advocate's Handbook

by David F. Traver

Knowledgeably and effectively challenge vocational testimony with this book's pattern questions and supporting data. Problems with the DOT. How to attack other data sources used by vocational experts. Vocational information and analysis at Step Four. Vocational evidence at Step Five. Transferability of skills analysis. Includes a unique, 82-page annotated index/summary of the rulings. 900 pages, 2 volumes. Full-text, searchable CD included. **\$119**

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Were your client's medical tests properly performed? By the right person? Interpreted correctly? What is the chance of a false negative result? Find the answers in this plain-English guide to 457 medical tests frequently encountered in SSA disability determinations. Real-life examples and explanatory drawings accompany many tests. 1,270 pages, 2 volumes. Full-text, searchable CD included. **\$129**

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The Determination of Income for Child Support

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This practical, ground-breaking guide walks you through the areas where income adjustments are most likely to be found. You receive: guidance to Form 1040 and its supporting forms, completed tax forms keyed to footnoted spreadsheets, and detailed illustrations highlighting common adjustments. Use it to win courtroom points, save on experts, guide your clients, and understand more. 450 pages. Full-text, searchable CD included. **\$99**

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This plain English manual walks you step-by-step through the most commonly arising trouble spots in property distribution, support, and more. It is intelligently organized and indexed, well supported with citations, and most important, loaded with practical advice. 480 pages. Full-text, searchable CD included. **\$99**

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Federal Criminal Practice

by Barry Boss, Edward F. Marek, and Jeffrey H. Rutherford
Pretrial release strategies, alternatives to prosecution, discovery angles, plea bargaining and agreement suggestions, sentence negotiation tactics, recent case-based examples, dozens of pretrial motions with memoranda, hundreds of practice tips, and much more. 820 pages. Full-text, searchable CD included. **\$119**

Federal Forfeiture Guide

by Eric Honig

Keep up with forfeiture law with the Guide's fact-heavy summaries and analysis of federal forfeiture cases, including all circuit court and Supreme Court decisions and leading district court cases. Includes a 786-page digest of civil and criminal forfeiture cases decided since 1989, an annual cumulative case digest, monthly newsletters, quarterly indexes and a 3-ring storage binder. Full-text, searchable CD included. **\$195**

Federal Prison Guidebook

by Alan Ellis and J. Michael Henderson

Programs and policies for 105 prisons. Includes educational, vocational, and apprenticeship opportunities, UNICOR, counseling and rehabilitation services, fitness and recreation facilities, religious services, telephone policy, accommodations in surrounding area, and much more. Softcover. **\$79**

Federal Sentencing Guide

by Roger W. Haines, Jr., Jennifer Woll, and J. Douglas Wilson

Quick access to every federal sentencing guideline case published since the guidelines became effective. Includes three hard-bound volumes, annual cumulative supplements and biweekly newsletters, indexed bimonthly, in a 3-ring binder. This service also includes a key word-searchable CD of the entire 15-year text. Includes full-text web access. **\$350**

Innovative DUI Trial Tools

by Bruce Kapsack

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How to (1) persuasively open with the weaknesses you will expose in the government's case, and (2) demonstrate those weaknesses through your cross examinations. Themes, angles of attack, pattern Q&A, and technique tips for cross-examining arresting officers, detectives, toxicologists, medical examiners, eyewitnesses, informants, and accomplices. 460 pages. Full-text, searchable CD included. **\$99**

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Forms, arguments, and strategies. Tested documents, heavily-annotated arguments, step-by-step procedures, novel strategies, and well-supported discussions of frequently recurring legal issues. 140 custom-drafted forms, 1,400 pages, 2 volumes. Full-text, searchable CD included. **\$129**

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Strategies, arguments, tips, examples, and more for questioning plaintiffs, supervisors, human resource managers, economists, statisticians, mental health experts, and vocational experts. 640 pages. Full-text, searchable CD. **\$99**

Employment Evidence

by Eugene K. Hollander

Admit and exclude with these strategies, forms, and cases – past sexual conduct, after-acquired evidence, discriminatory remarks, missing documents, medical and psychological history, employee disciplinary records, and more. Foundational elements, objections, responses, tactics for plaintiff and defendant, jury instructions, motions in limine, checklists of arguments, and supporting cases and statutes. 157 forms, 680 pages. Full-text, searchable CD included. **\$99**

Federal Employment Jury Instructions

by Todd J. McNamara and J. Alfred Southerland

Forms, authorities, and strategies to evaluate your options and plan for trial, get better settlements, set out the factual and legal elements juries consider, present proof necessary to establish liability, and deliver winning closing arguments. Includes outlines of all elements necessary for

claims brought under federal statutes, 780 current jury instructions, interrogatories and verdict forms. 1,100 citations, 870 pages, 2 volumes. Full-text, searchable CD with forms included. **\$99**

Litigating Employment Discrimination Cases

by Andrew H. Friedman

A practical work for experienced plaintiff and defense lawyers. Proven tactics, pattern arguments, common mistakes, and 97 forms for evaluation, discovery, summary judgment, trial preparation, and mediation. 2 volumes, 1,800 pages. Full-text, searchable CD included. **\$149**

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