



Private CounselSM ***Maximize Your Odds on EVERY Case***

Trial consultants help win cases. That's why litigators hire them (and clients pay for them) when the stakes are high.

But calling in the cavalry on only the "bet-the-firm" cases is a business practice litigation firms can ill afford. Huge cases make headlines but it's your win ratio on the bread and butter cases that lures most clients through the door.

To thrive, a litigation firm must make *winning* the centerpiece of its business development strategy and pull out the stops on every case, every time.

So how do you "pull out the stops" when the case is small and its budget is smaller still? We asked ourselves that very question and found a practical solution.

Private CounselSM provides your firm with an experienced Trial Consultant -- *on site at your office* -- as often as you would like him/her to be there, whether that's once a week, once a month or once a quarter. Think of it as being akin to "doctor's hours": when the Consultant is "IN," anyone in your firm can make an appointment to get expert help *on the spot*.

The *Private CounselSM* Consultant will help your litigators hammer out case strategy, develop case themes, identify juror biases, write (and deliver) killer *Openings* and *Closings*, plan powerful graphics, prep witnesses, or hone a media strategy for cases large, small or in between. He or she will be your team's private coach, trusted sounding board, technical expert and bedrock of objectivity.

By accessing "big budget" trial consulting on every case, every time, your firm will make a huge stride toward improving its win ratio. That translates directly into satisfied clients, repeat business, client referrals, increased revenue, and larger market share.

Balanced against those benefits, the cost of *Private CounselSM* is small. You pay a competitive flat rate (billed monthly) that is priced according to the number of days per month you schedule. With costs fixed, the firm can budget accordingly and amortize the expense along with normal overhead.

Should any trial teams need concentrated help on specific cases, they are free to hire *The Strategic ImageSM* as always, pay our regular hourly rates and bill our services through to their clients. Work on individual cases will not interrupt the firm's *Private CounselSM* schedule. The Consultant will still be "IN" on the appointed day(s).

If your firm is ready to invest in a business development strategy that delivers the best ROI there is (a winning track record), **Contact Us**. After all, why run the race if you don't plan to win?