

An Introduction To Pearl-Shucking™



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What is a “Pearl-Shucked” Lead?

BELOW IS A BREAKDOWN OF OUR SERVICES.

Attaining Leads

- We use every medium that we can to locate leads for you. That includes email, TV, Radio, Internet advertising campaigns etc.
- We then have our Counselors speak to the potential clients to see if they qualify for your services. We get as much information as we possibly can from them.
- We then enter the information into our CRM and disperse the leads to you via email.

Zoho CRM

- We give you full access to our Zoho CRM to see exactly where we stand on each case. (I will give you a training session on the system)
- We will also be leaving notes in our Zoho, thus working together with you along the way.

Once you receive the lead via email

- You are asked to go into Zoho and call the potential client within 24 hours. That way we strike while the iron is hot.
- We then ask you to send out the retainer and HIPAA forms as soon as you can.
- We would then work together with you

to get the information (Contracts, Medical Records etc.) back from the client.

- To help us to get the records back, we also have an auto-call system that alerts the clients of the process at certain times. The caller would deliver a message at 5, 10, 17 days after they have been interviewed. This will detail what they should expect next etc. Please call me if you want more details on this. This service is offered free of charge!

Declining a case

- Should the lead not adhere to the terms of the contract, the lead will be deleted from your Zoho and replaced with a new lead. I think it is fair to say that you will receive 35+ leads to fill an order of 20.
- To decline a case, all you have to do is contact me via email, give me the name of the client and the reason you are declining and I will do the rest.

• We work until we fulfill your order of QUALIFIED leads.

Lastly, you can also go to www.pearl-shuckedleads.com to look at other leads and campaigns that we provide to our Attorneys.



How to NEVER lose an interested Plaintiff.

We know that this may seem basic, but here are some tips that will help you to NEVER lost an interested Plaintiff.

The key is speed and persistence.

1. Contact the Client as quickly as you can. This could be the difference between winning or losing Client representation. This helps us to get the client off the market.

2. Send out your contract and HIPAA forms immediately and send a self addressed stamped envelope with it. Some of the clients do not have the means to send it back.

3. Collect the medical records pronto! This is an additional way to strengthen the relationship and get closer to the finish line.

4. Use Zoho to track your progress; there you will also see our

notes. This makes our partnership more seamless. It is easier for us to assist when we know what you have already done. For example, "Called client today and sent out Contract and HIPAA forms, will follow up next week."

5. Contact us regarding client issues. For example, if you haven't been able to contact a client after several calls, let us know and we can assist.

6. Contact us if you are having trouble getting the medical records. Again let us know and we can assist you in getting them.



Give me a call or drop me a note. Just say "Hey Ron, what's hot with you guys?"

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www.servicestolawyers.com

Are You Seeking Potential Litigation Clients?

White paper by Jesse Levine, founder of ServicesToLawyers, written in 2002 at the start of the Pearl Shucker™ venture.

Let me show you how my experience in business lead generation can help you find highly qualified prospects...

My Name is Jesse Levine. For the last ten years, I've run a company here in Philadelphia that finds highly targeted, qualified leads for companies by using a combination of database technology, surveys and a unique Voice Broadcasting system with capabilities of delivering 20 million "personal" messages per day.

Last fall, I was reading the business section of the Sunday paper, when a small ad caught my eye. In the ad, a prominent legal firm was looking for people who had taken the prescription drug VIOXX, and later fell victim to illness. I looked at that ad, and thought... The law firm that placed that advertisement just spent over \$12,000 - and most of the people who read it have never taken VIOXX, and won't respond to the ad.

That's when I got my "BIG IDEA". I told you that my company specializes in using databases to identify likely sales prospects. What if I used that technology to find possible plaintiffs for lawyers?

So, I went to work; I knew that VIOXX was prescribed primarily for people that had arthritis. I did a search through a self-reported database of millions of consumers that had responded to a survey, and located the ones who reported having arthritis. That gave me a list of around 4 million names, but it wasn't going to be good enough. The ad in the paper had said the lawyers were looking for people who had suffered from heart attacks, strokes, or death as a result of taking their medication. I looked for people in the same survey reporting suffering from the above side effects of heart attack, stroke or death and scrubbed them against my Arthritis database. That knocked down the number to about 400,000 people - a reasonable number, and all individuals that would be worth contacting to see if they fit the criteria for the potential lawsuit. But, we weren't quite satisfied that the data was as targeted as it could be. So, the next step was to take the database and scrub it against all who had responded in the survey to having the presence of Vioxx in the home. That was it! Now, we had a very targeted database of 44,000 Arthritis sufferers who have experienced a heart attack or stroke and have the presence of Vioxx in their home TARGETED!

The next step was to compose a letter outlining the risks and dangers of VIOXX, and encouraging recipients to call my Lawyer client for more information. We printed the letter on my legal client's stationery, addressed it, stuffed it

and mailed it out first class to everyone on my list within 48 hours.

We mailed the letter on Tuesday afternoon. By the end of the following week, calls were coming in, and cases were being placed. And, we were able to do it at a cost far less than that ad in the newspaper.

I knew that my idea worked, and that if I could find possible clients for this case, I could do it for any number of potential class action lawsuits. We have since prepared data for Bextra, Celebrex, Zyprexa cases, Spinal Cord injury sufferers as well as other nonmedical databases for Class Action cases, for example, new auto purchasers in the last two years (we are building a monster database) - YOU GET THE IDEA.

If you or your firm is trying to locate potential claimants for upcoming litigation, I urge you to give me a call. We'll discuss the types of people that you want to locate, based on personal habits, health history, hobbies, product ownership, employment - or just about any other criteria that you could imagine.

I'll come up with an exclusive list of potential claimants, and will even do the mailing for you. If you want to know more, call my office at 484-684-6356, my cell at 267-978-3994 or send me an email at jesse@pearl-shucker.com. There's no obligation, and I'll bet that in the end, you'll be glad you did.

Very Truly Yours

Jesse Levine

www.ServicesToLawyers.com

PS: If you are seriously looking for potential claimants for a class action lawsuit you are working on, don't wait. Once I have found a group of people with a given condition, I won't allow another law firm to use the same names. Call me today to find out if the names you want are still available in your state



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INVOICE #: PL 1402

DATE: 09/23/2011



133 W. Main Street Norristown PA, 19401 Phone: 484-684-6356 Fax: 206-600-3151

Services to Lawyers ("Pearl-Shucker") is authorized to distribute advertising information on behalf of:

CAMPAIGN START DATE:
Immediately following payment

Table with 4 columns: QTY, DESCRIPTION, UNIT PRICE, TOTAL. Row 1: 10 ACTOS PEARL-SHUCKED LEADS, \$3,500, \$35,000.00. Includes detailed description of services, lead qualification criteria, and generation procedure.

PLEASE SIGN AND RETURN A COPY OF THIS INVOICE WITH PAYMENT

ALL PAYMENTS MAY BE MADE VIA COMPANY CHECK TO: ITPBIZ, LLC 133 W Main St Norristown, PA. 19401

Wire Transfer: UNIVEST National Bank and Trust 694 Dekalb Pike Blue Bell PA 19422 Account #: 1911629713 Wire #: 031913438

OUR CAMPAIGN MEETS THE MODEL RULES OF PROFESSIONAL CONDUCT OF THE ABA

CLIENT NAME: _____

CLIENT SIGNATURE: _____ DATE: _____

THANK YOU FOR YOUR BUSINESS

Actos Lead Samples ...

Myrtle was taking Actos from 2010-2011 as treatment for Type II Diabetes. While taking Actos, she was diagnosed with bladder cancer in 2011. As treatment for her condition, doctors administered Chemo Therapy as treatment. Due to her codification, treatment continues at the Mary Fletcher Medical Center located in Colchester, Vermont. Dr. Candy Frazier prescribed her the Actos and she works out of the Colchester Family Practice located in Colchester, Vermont. Myrtle is 73 years old, 155 lb. and 5' 9. She would like to speak with an attorney and she will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Jerome is 64 years of age. He was diagnosed with bladder cancer and a tumor approximately one year ago. He was using Actos for 2 years prior to being diagnosed with the bladder cancer. He was diagnosed and treated by his urologist. Prior to using Actos, he did not have bladder cancer or the symptoms. Prior to Jerome being diagnosed, he was suffering from blood in his urine. Jerome would like to speak with an attorney and seek compensation for his suffering. He was instructed to provide medical records and a prompt follow-up will be given. The best time to call is in the morning.

Ray is 62 years of age. He was diagnosed with bladder cancer in 1995. Prior to the diagnosis, he was prescribed Actos for two years. He was hospitalized at the United Memorial Hospital located in

Batavia, NY. Ray would like to speak to an attorney and be compensated for his suffering. He was instructed to provide medical records and a prompt follow-up will be given. The best time to call is in the afternoon.

Ervin was taking Actos from 2001-2011 as treatment for diabetes. In May 2009, doctors at the Carney Neurology diagnosed him with bladder cancer. As management for his condition, doctors performed two separate surgeries removing the cancer. Dr. Howard prescribed him the Actos and he works out of the Medical Clinic located in Cozad, Nebraska. Ervin is 69 years old, 175 lbs. and 5' 7. He would like to speak with an attorney and he will fax all of the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Frederik was taking Actos from 2005-2010 as treatment for Type II Diabetes. While taking Actos, he was diagnosed with bladder cancer in 2007. In January 2008, doctors working out of the Cleveland Clinic performed surgery, removing the bladder and prostate as treatment for his condition. Dr. Georges Jabaly prescribed him the Actos and works out of a private office located in Sylvia, Ohio. Frederik is 75 years old, 250 lbs. and 6'. He would like to speak with an attorney and will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.



INVOICE #: 1299

DATE: 08/25/11



264 E. Main Street Norristown PA, 19401 Phone: 484-684-6356 Fax: 206-600-3151

Services to Lawyers ("Pearl-Shucker") is authorized to distribute advertising information on behalf of:

CLIENT:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EMAIL:

CAMPAIGN START DATE: 5 days from receipt of executed agreement and payment

Table with 4 columns: QTY, DESCRIPTION, UNIT PRICE, TOTAL. Row 1: 10, PELVIC MESH PEARL- SHUCKED LEADS, \$2000.00, \$20,000.00

Services to Lawyers will use advertising vehicles to produce leads in the amount as stated in this invoice to complete order. The services will consist of marketing for Transvaginal Pelvic Mesh leads nationally with the exception of MI, MO and SC.

Leads will be qualified based on:

- 1. Had a Transvaginal Pelvic Mesh device installed.
2. Suffered any of the following: (Pelvic Pain, Extrusion of mesh device, infection, removal of device, scarring, hardening of device, difficulties during sex)
3. Not presently represented by a lawyer
4. Would like to speak with a lawyer

Lead Generation Procedure:

- 1. Prospect responds to advertisement.
2. Prospect participates in a survey custom to the type of lead.
3. Answers to survey questions are analyzed
4. Qualified inquiries are forwarded to in-house counselor in real-time for "Pearl-Shucking", follow-up and documentation.
5. Client's retainer agreement must be executed by plaintiff and accepted by client for lead to be considered qualified.

NOTE: A qualified lead will meet the criteria within 90 day period. Any non-qualified leads must be returned to the company within that period, or will deemed to be accepted by client. Any non-qualifiers will be removed from your Zoho CRM account and be replaced by company with the same qualifications in terms of agreement.

Procedure repeats itself to completion and fulfillment of contract. A notice will be sent prior to completion for a request to renew contract.

Non-refundable one-time campaign survey setup and development fee

\$150.00

TOTAL

\$20,150.00

OUR CAMPAIGN MEETS THE MODEL RULES OF PROFESSIONAL CONDUCT OF THE ABA

PLEASE SIGN AND RETURN A COPY OF THIS INVOICE WITH PAYMENT

ALL PAYMENTS MAY BE MADE VIA COMPANY CHECK TO:

ITPBIZ, LLC
262-264 E Main St
Norristown, PA. 19401

Wire Transfer: UNIVEST National Bank and Trust
694 Dekalb Pike Blue Bell PA 19422
Account #: 1911629713
Wire #: 031913438

CLIENT NAME: _____

DATE: _____

CLIENT SIGNATURE: _____

THANK YOU FOR YOUR BUSINESS

Surgical Mesh Lead Samples ...

Myra had a bladder sling implant in 1996, due to having a prolapsed bladder. Since having the surgery, she started to suffer from side-effects such as: prolapsed organs, difficulties during sex, vaginal scarring, urinary problems, pelvic pain and infections. Dr. Ruston Patterson performed the surgery at the Methodist Hospital located in Memphis, Tennessee. As management for her condition, doctors did a total of three surgeries. Due to her condition, doctors are recommending she gets another surgery. Myra is 52 years old, 200 lbs. and 5'4. She would like to speak with an attorney and she will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Patricia had a bladder sling implanted on January 18, 2008 due to stress urinary incontinence. Shortly after the surgery, she started to suffer from side-effects such as: extrusion of device, difficulties during sex, bladder prolapses, recurring incontinence, pelvic pain and infections. As management for her condition, doctors performed a removal surgery on July 24, 2008, only to leave in partial remains of a sling. Doctors working out of the Morristown Memorial Hospital performed the surgeries and they are located in Morristown, New Jersey. Patricia is 68 years old, 173 lbs. and 5'6. She would like to speak with an attorney and she will fax all the required records.

Henrietta had a bladder sling implanted in 2001, due to stress urinary incontinence. Shortly after surgery, she started to suffer from side-effects such as: recurrence of incontinence, hardening of the device, difficulties during sex, pelvic pain and infections. As management for her condition, doctors removed the bladder sling, and implanted a pelvic mesh in 2002. Due to the defective devices, she currently suffers from the side-effects listed above. Henrietta is 41 years old, 265 lbs. and 5'4. She would like to speak with

an attorney and she will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Leafa had a bladder sling implanted on June 8, 2004, due to stress urinary incontinence. Shortly after the surgery, she started to suffer from side-effects such as: recurrence of stress urinary incontinence, difficulties during sex, internal bleeding, pelvic pain and scarring. As management for her condition, doctors performed surgery removing the bladder sling and doctors administered medication as treatment. Dr. Carley performed the bladder sling surgery and he works out of the Baylor Hospital located in Dallas, Texas. Leafa is 84 years old, 132 lbs. and 5'7. She would like to speak with an attorney and will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Dartallion had a bladder sling implanted in 2007, due to stress urinary incontinence. Shortly after the surgery, he started to suffer from side-effects such as: recurrence of stress urinary incontinence, difficulties during sex, extrusion of the device, hardening of the device, urinary problems, pelvic pain, scarring and infections. As management for his condition, doctors performed a replacement surgery in July 2010. Additionally, he was hospitalized several time due to feces leaking into his blood stream, so doctors gave him a pick-line and administered medication as treatment. Dr. Brandon performed the bladder sling surgery and he works out of the Barnes Jewish Hospital located in St. Louis, Illinois. Dartallion is 48 years old, 185 lbs. and 5'8. He would like to speak with an attorney and he will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.



INVOICE #: PL 1201

DATE: 06/22/2011



264 E. Main Street Norristown PA, 19401 Phone: 484-684-6356 Fax: 206-600-3151

CAMPAIGN START DATE:
5 days from receipt of executed agreement and payment

QTY	DESCRIPTION	UNIT PRICE	TOTAL
20	BIRTH DEFECT PEARL – SHUCKED LEADS	\$2,000	\$40,000

Services to Lawyers will use advertising vehicles to produce leads in the amount as stated in this invoice to complete order. The services will consist of marketing for Birth Defect leads Nationwide with exception of Michigan and South Carolina.

Leads will be qualified based on:

1. Mother took one of the following drugs during pregnancy. (Zoloft, Depakote, Topamax, Paxil, Wellbutrin, Prozac etc.)
2. Had a child that was born with a birth defect to be approved by you or your firm.
3. Not presently represented by a Lawyer
4. Would like to speak with a Lawyer

Lead Generation Procedure:

1. Prospect responds to advertisement.
2. Prospect participates in a survey custom to the type of lead.
3. Answers to survey questions are analyzed
4. Qualified inquiries are forwarded to in-house counselor in real-time for “Pearl-Shucking”, follow-up and documentation.
5. Client’s retainer agreement must be executed by Plaintiff and accepted by Client for lead to be considered qualified.

NOTE: A qualified lead will meet the criteria within 90 day period. Any non-qualified leads must be returned to the company within that period, or will deemed to be accepted by client. Any non-qualifiers will be removed from your Zoho CRM account and be replaced by company with the same qualifications in terms of agreement.

Procedure repeats itself to completion and fulfillment of contract. A notice will be sent prior to completion for a request to renew contract.

Non-refundable one-time campaign survey setup and development fee

\$150.00

TOTAL

\$40,150.00

OUR CAMPAIGN MEETS THE MODEL RULES OF PROFESSIONAL CONDUCT OF THE ABA

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ALL PAYMENTS MAY BE MADE VIA COMPANY CHECK TO:

**ITPBIZ, LLC
262-264 E Main St
Norristown, PA. 19401**

Wire Transfer:

UNIVEST National Bank and Trust
694 Dekalb Pike Blue Bell PA 19422
**Account #: 1911629713
Wire #: 031913438**

CLIENT NAME: _____

DATE: _____

CLIENT SIGNATURE: _____

THANK YOU FOR YOUR BUSINESS

SSRI Birth Defect Lead Samples ...

Birth Defect - Paxil

Ricardo was born in May 2006, at the University of San Francisco California Hospital. His mother Stacy, was taking Paxil during the first month of the pregnancy. When he was born, he was diagnosed with transposition of the great arteries. Transposition of the great arteries is a congenital heart defect. Due to the abnormal development of the fetal heart during the first 8 weeks of pregnancy, the large vessels that take blood away from the heart to the lungs, or to the body, are improperly connected. Due to the illness, he was hospitalized and treated at the University of San Francisco California Hospital. As management for his condition, doctors performed heart surgery and administered heart medication. Currently, doctors are recommending a heart stent surgery in the next 5 years. Dr. Gratian is the treating doctor and he performed the heart surgery. Ricardo is 5 years old, 35 lbs. and 2'9. His mother Stacy would like to speak with an attorney and she will fax all the required records. Upon the arrival of the documents, a prompt follow-up will be given.

Birth Defect - Lexapro & Zoloft

Adrianna was born in 1997, at the Kings Daughters hospital located in Temple, Texas. During the pregnancy, her mother was taking Zoloft and Lexapro as an antidepressant. When she was born, doctors observed she was suffering from a heart problem. Shortly after the birth, doctors ran tests that determined she has Bicuspid Aortic Valve disease and she is legally blind. As management for her condition, doctors administer medication and doctors recommend open heart surgery as an adult. Additionally, the doctors at the Scott & White Hospital prescribed her mother

Debra the antidepressant medication, such as Zoloft and Lexapro. Adrianna is 13 years old, 119 lbs. and 5'4. Her mother Debra, would like to speak with an attorney and she will fax all the required records. Upon the arrival of the documents, a prompt follow up will be given.

Birth Defect - Paxil

Jessica is 15 years of age. She was born with a cleft palate, without knees, scoliosis, one hip and a cleft foot. In 1996, she had surgery on her cleft lip. In 1999, she had surgery on her ankles to make her feet straight. During the pregnancy, her mother Luvenia, used Paxil. Jessica was born at the Herman Memorial Hospital located in Houston, Texas. Dr. Dannani was the prescriber. Luvenia would like to speak to an attorney. She was instructed to provide medical records and a prompt follow up will be given. The best time to call is in the afternoon.

Birth Defect - Depakote (K)

Mercy's mother Adria was taking Depakote as treatment for epilepsy during her pregnancy from 1990 to June 2000. When Mercy was born on February 3, 2001, doctors diagnosed her with having a cleft palate. As treatment for her condition, doctors performed corrective surgery at 6 months old and doctors implant tubes in her ears every two years. She was born at the Baylor Hospital in Greatvine, Texas. Mercy is 10 years old and 65 lbs. Her mother Adria would like to speak with an attorney and she will fax all the required records. Upon the arrival of the documents a prompt follow up will be given.

