



Questions? Call ServicesToLawyers at (610) 825-2629

Are You Seeking Potential Litigation Clients?

White paper by Jesse Levine, founder of ServicesToLawyers

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 me at 610-825-2629, send me an email at jesse@servicestolawyers.com, or fill out the [contact form](#). 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.