

Attn: Elder Law Attorneys

Introducing: A "No Selling" "Cost Effective"
Marketing System To Get A *Steady* Stream Of
Referrals From Fellow Professionals -
Guaranteed!

"The Senior Resource Guide has provided me with a great systematized approach in receiving referrals. In regards to recouping my investment, I believe that was instantaneously. It has worked very well for us and I would certainly recommend the **Senior Resource Guide Marketing System™** to everyone."

- Miles P. Hurley- Hurley Elder Care Law, Georgia

In This Report You Will Discover:

- How To *Become A Credible Expert* In Elder Care Services Nearly Overnight.
- Why Being The Best You Can Be Doesn't Mean You'll Be Successful - Unless,... You've Unlocked This Key To Elder Law Success.
- Why I Am *Guaranteeing* You That You'll Make At Least **10 Times Your Money Back**, If You Just Follow My Proven System.
- How To Get a Large Volume of HMCs (*Highly Motivated Clients*) Who Are *Desperate* For Your Services.

Dear Colleague,

I didn't start my legal career with a proven business building system in place, not by a long shot. In fact, my marketing was more experimental and consisted of trial and error marketing with all the traditional avenues and expenses.

For instance, I tried retail seminars, which worked okay, but were barely profitable. Lining up venues, preparing talks, sending out invitations, press releases, and conducting the seminars was an *enormous* investment of my time.

Not to mention the investment of several Thousands of Dollars for venues, promotions, and loss of billable hours. I considered myself lucky if I ended up with more than three or four new clients.

Then I tried direct mail, net-working, newspapers, Yellow Book and magazine ads - You know...the usual suspects.

As I'm sure you already know, it's a hit or miss proposition at best. Again, time consuming, expensive, and no way to follow up or track efficiency.

I was spending \$15,000.00 to \$20,000.00 a year trying to market my practice!

And, all it seemed I was doing was **chasing business and spending money** instead of getting new clients to walk through the door, and *making money*.

Not exactly what I had in mind when I went to Law School.

Then, everything changed ...

....mainly because I'm *not* a "professional" marketer.

What happened was, I accidentally stumbled and **back-door-ed my way into a successful marketing system**, which led to an Easy Six Figure practice.



From The National Law Journal "Trust And Estates"

"The Elder Law Market Is Huge Compared To Those Who Just Need Estate Planning. In Addition, This Market Is "Strongly Motivated." The *Key Here Is Referrals* –

**"A Very Effective And Proven Way To Get Referrals Is The "Senior Resource Guide Marketing System™"
-Mark Merenda, Smart Marketing**

Since then, I've never looked back.

And, I will guarantee - you can do the same.

Because I've always had a passion for learning and, as I'm sure you do (or you wouldn't be reading this) a great concern and compassion for the elderly, I started to meet with other professionals in my community who work with seniors.

This desire to learn about services in my community that support my aging clients is really what started the chain of events that eventually led to the creation of my "Senior Resource Guide™" Turn-Key Marketing System.

I Did Not Create This Marketing System To "Re-sell" It.

As I like to say, I'm not really in the system-selling business, I just have a system that sells.

Or, in my case (*and yours*), a system that brings in new eager-to-work-with-you clients. (Currently, I average at least one **new client** every day... all referral.)

There are several "key" aspects to this system, which I will go into in just a minute. But first, I want to address how it all came about.

Then, why it's available for you.

A Funny Thing Happened On My Way To The Geriatric Care Manager...

It was what I thought was a typical day... I'd scheduled an appointment with a local Geriatric Care Manager to find out more about the services she performed and how she could help my ill clients stay out of nursing homes.

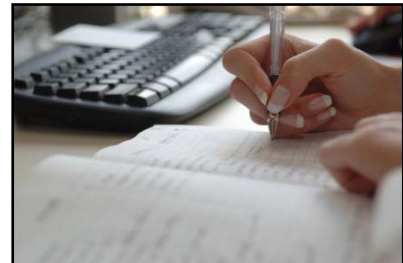
My honest intent was to find out all I could to better advise my clients.

What happened next was eye-opening. Not only did I learn how this Geriatric Care Manager could help my clients, but she learned about how I could help with hers.

Soon her clients became mine!

This began a series of meetings with one local professional and service provider after the other, all working in the same market, but in different fields and with different expertise.

In no time at all I was perceived by Neurologists, Geriatric Care Managers, Hospital Discharge Planners, Town Senior Service Directors, etc... as "The Expert" when it came to elder law.



And, to my delight, my appointment book started to fill!

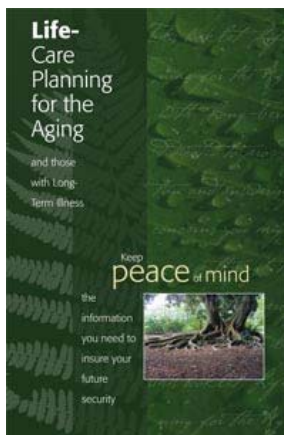
Dear Meg,

I wanted to congratulate you on the terrific job you've done in creating the Senior Resource Guide. There is a lot of great information in it, and I am supplying it to all my patients.

Thank you for providing this as a service, and you should know that it is quite useful and very well done.

**Sincerely,
Norman Pflaster, M.D.**

The Quickest Way To Becoming An Expert ...Get Published.



Shortly after this, I put together what was the first draft of my "Senior Resource Guide™."

When I first started to put the guide together, it took time to figure out who were going to be the best referral sources.

And, I had to revise the guide several times as I went along.

This took time *and* money.

But, once I had the book and referral sources lined up, it was wildly successful!

Before, I was not even seeing minimal results from my marketing...

After, I wasn't marketing at all.

And, I developed a new problem – I was way too busy! *This is a nice problem to have, as I'm sure you would agree.*

How My “Non-Marketing” Problem Became Everyone’s “Marketing” Solution!

I've always gone to the conferences; one in particular was the Wealth Counsel Conference in Las Vegas (This was *before* I created the system.)

At that point, I had only created the “Senior Resource Guide™” for use in my own practice.

Anyway, during that conference, I showed my booklet to Laura Wilson who was one of the featured speakers, and at that time, the Director of Operations and now the Executive Director of Wealth Counsel.

All I did was share with her how I was using my “Guide” in my own practice and how it was working!

Well, during the conference luncheon in Las Vegas, Ms. Wilson spoke about marketing ideas.

The next thing I know...in the middle of her speech, she said something to the effect of:

“...Just so that you know what I am saying is more than theory, speak to Meg Rudansky who is in attendance. She has come up with a Tremendous Marketing idea...”



Needless to say, and to my surprise, I became instantly popular.

I had conference attendees wanting to pay me for a copy of the book and the rights to license my “Senior Resource Guide™” right there on the spot!

Next came all the questions...

- Who are the best referral sources?
- How to get to them?
- How to create instant value?
- How to conduct the meeting to maximize referrals?
- How to position yourself as an expert?
- How to conduct the meeting with the potential new clients?

And the list goes on and on...

This experience is what led me to create the system that I now sell.

In fact, Laura Wilson herself was one of the very first to purchase my marketing system for her year long practice development program.

However, I was and still am an Elder Law Attorney - NOT a professional marketer. But, the demand for my Guide was so great I reluctantly set out to systemize what I had done **so others could easily repeat my success.**

After all, I can only market in my area (I don't even actively do that...not any more...;-)

And - there is a HUGE market out there of seniors that could really use our help... Right Away!



So, I analyzed all the appointments I had, where all the highest quality referrals were coming from, and came up with a step-by-step “blue print” that anyone could follow.

If it had worked for me, it would work for others.

Initially my main objective was to really help my elder clients. But in doing so, I realized I could make a **substantial difference in helping colleagues in finding these clients –**

Or, more accurately, have these clients Find You..!

“As A Professional Marketer With Millions Of Dollars In Sales Under My Belt... I Can Tell You There Is NOTHING More Valuable Than A Professional Referral. Here, there’s no need to re-invent the wheel. Ms. Rudansky has a Proven System that generates a steady stream of qualified and motivated referrals!”
- Joe Montgomery, International Marketing Consultant

Which brings me to why you may need my system ...Because...

You Can Be The World's Greatest Attorney... But, If No One Knows It, It Doesn't Mean A Thing!

...Which means we all need marketing, and even though none of us really like it, we still *have to have it* in one form or another, or we won't have a business.

Let's face it – the life blood of our business is new clients. Better yet, motivated clients who need our help!

Here's A Perfect Example Of How The System Works

A Typical Letter Received In My Office.

Dear Ms. Rudansky,

My name is (*withheld) and my Mom lives in Sag Harbor. I have one of your Eldercare Books that was ***given to me by one of my mother's Doctors.***

It (the book) caught the eye of my Mom's sister (both in Sag) and ***now there is a demand for more books for the ladies luncheon group.*** But this is not my main reason for writing.

My Mom is in poor health and requires some oversight. She is currently living at home and it is our wish to continue this for as long as possible. So, I am searching for a "live in home" health aid. We currently have someone coming in part time, but she is not quite what is needed.

This led me to think that it would be best if I could have some conversation with you about the situation, and perhaps you could point me in the right direction.

I am in Sag Harbor at the present time and ***I would like to meet with you at your convenience.***

Thanks [name withheld for privacy]

I get these all the time. In fact, as mentioned above, I receive anywhere between 4 and 6 Brand New Billable Clients each and every week - ***all by referral***, and I don't even look for referral sources any more.

I don't have to, and if you follow this system, you won't either.

What is especially nice about my system (if you hate marketing) is there is No Selling of any kind, just a proven professional approach that can easily add over \$100,000.00 to your practice, as it has mine and many others already using the Senior Resource Guide™.



Nearly all of the referrals generated by my Senior Resource Guide™ are facing a major life decision and need expert advice... In most cases, right away! And, because YOU are referred by their Trusted Professional, **the percentage of referrals that actually turn into paying clients is incredibly high.** They need your help! We call these HMCs (Highly Motivated Clients)

Now...



Imagine... A world where you are the authority on services and resources for elderly clients.



Imagine... Being praised and admired for bringing a much-needed resource to seniors *and those who love them.*



Imagine... Having referral sources in the legal, financial, and medical communities sending you a steady stream of new motivated clients ...

...All Without Having To Ask!

Here's What You Can Expect With Your Senior Resource Guide Marketing System™

First - The System requires **No Selling, No Marketing, No Asking** for anything...Including the referrals you will get!

Second - The System creates a valuable “local” resource guide for those with long-term illness and their caregivers: A guide to help those in crisis find the resources and information they need to manage their illness and their lives.

Third - A real “key” is that I have perfected this guide so that it stands out high above the rest – both in appearance and content!

I'll also detail all the ways you can get a massive amount of free exposure so your distribution cost is basically nothing!

Some examples are-

On your website - I'll show you how to maximize this opportunity to build your own list of potential clients, and the best ways to turn these “potential” clients into paying, billable clients.

There's no less than **7 different “Free”** ways to get your Book distributed, all to the very people who need your help!



Now, one might think the real value of this book is in the distribution phase since you will end up with an **Easy-To-Read, Informative, Useful, and Attractive Resource for Referral Sources, Clients, Potential Clients, Family, and Friends.** *Not to mention, because this is given out by other professionals, you have no distribution costs!*

There's no doubt that *there is tremendous value here*, BUT...

The Real Hidden Value Is In The "Compilation Phase"

With the purchase of this system, **I'll go over every step of this phase.** You'll learn how to put together your local version of the "Senior Resource Guide TM" and how to create multiple opportunities to meet with, learn from, and then receive referrals from all the "Key" players in the elder law community.

You'll get all the details, and learn how to *quickly* create a steady stream of clients... *desperate for your services!*

You'll get this not only in writing, but as a **Special Bonus** - I'm going to include several recordings where I'm *grilled* on every aspect of my System.

Here's a sample of what you'll discover in these recordings -

- The most important and yet **often overlooked** thing you should spend the most time on that 90% of us won't.
- How to turn a lunch appointment into \$1923.07 - And you don't even have to pick up the check!
- There are several things you can delegate, but there is one that will *kill* your success if you do ...
- Why an airplane taking off is a **perfect example** on how to conduct your marketing.
- Avoid this easy-to-fall-into "trap" and discover the **one thing** you never ever want to compete against.
- Why the **real key** to receiving endless streams of referrals starts with "*this*" mind set.
- What is your client's "worry index," and what you can do to keep it in check.

(These recordings alone can easily pay for the system many times over.) They are yours **free** with your investment in this system. **A \$450.00 value**

This way you can listen on your drive to you work or during your work-out to quickly implement the system.

Also included in your system:

- Your **Step-by-Step Guide** and Blue Print for Success!
- How to *Easily* get started, and how to *Instantly position yourself* as a community benefactor for seniors.
- How to Build your Contact List (Identifying your own regional focus.)
- How to Make the Initial Appointment. This might seem easy, but I have found that there are certain things to say and NOT to say, yielding the **greatest number of appointments**.
- How to Conduct the Appointments – again, this market and the professionals that serve them have special needs. You'll need to be informed. *We cover this extensively*.
- I go over **everything that you and your staff need to know** to make this successful.
- Not only will you receive “**The Rights To Your Very Own Customizable Senior Resource Guide™**” but you'll also receive a **Free One Hour Consultation! Value - \$150.00**

You'll also get -

- A **sample Senior Resource Guide™** to show to potential “listees” in order to begin the relationship.
- Your own **Customizable Template of the Senior Resource Guide™** on CD ROM, Pre-designed and ready for the printer. (*Just a simple change of your contact info. and credits, and you're a published author. It's that simple!*) * *You must have adobe in design software or you can take it to kinkos or your local graphic designer or printer.*
- My comprehensive “How To” *Bible* (it's more than a guide!) that teaches you to use your system for **maximum referral AND revenue growth!**

Ok. What's this all going to cost?

I've got 10's of Thousands of Hard Dollars and Hundreds of Hours Invested in this System.

And, because it is a “proven” system, I've been told I should easily get **\$5,000.00 to \$10,000.00 every time I license it.**

I've been licensing the system with no problem for \$997... *without the bonuses!*

However, my main concern is to help cover my cost and time, along with helping my colleagues and getting high-quality help for all those who need it...our seniors!

Therefore, I have (for now) Settled On \$1097* With A
Make Ten Times Your Money Back Guarantee!

ATTN: NAELA and Wealth Council Members



* Because I want to give back, and as a special “Thank You” for coming to my new site and downloading this “Free Report,” for the next Fifty Senior Resource Guide Marketing Systems™ I license, the investment will be **Just \$797*** AND you get all the **Bonuses at NO Charge!** After the next Fifty are spoken for, I am raising the licensing fee to \$1097...**

****Time limits may apply**

And - You Don't Even Have To Decide Today!



I am so confident that this system will exceed your expectations, I give you **(12) months...that's a full 365 days...**to decide that the “Senior Resource Guide Marketing System™” will work for you.

Take it out for a spin! Kick the tires! Run it on the road and go screaming down the highway... I don't care! At the end of 365 days, I give you this Iron Clad Guarantee!

All I ask is that you at least “try” to use the system; ***If after one year, you have not been able to trace at least \$7970 in new billing, I will refund your entire purchase amount of \$797.**

*Just show me you have printed your guide, distributed it, and have used the system as directed. If, after all this, you still haven't made 10 times your money, simply send me a detailed list of what you have done and when, along with your unused books and I will send you a prompt refund.

When is the last time anyone you know invested in something and even doubled their money?! The truth is IF you use the system as directed, you will see much more than 10 times your money. **In my case, and others, it's been Fifty to One Hundred Times... and more... than the initial small investment!**

I'm offering this because I know that if you will simply try my system, you will definitely experience success – **because it's worked for me, it's worked for others, and it will work for you!**

**My Money Back Guarantee Allows You To
“Try” My System Risk Free!**

Could you go out and duplicate all this yourself?

Probably... However - you would have to go out and interview dozens of professionals, research everything you can regarding their services, write a draft, have it proofed, rewrite again, test it's efficiency, decide what it will look like, revise that, hire a graphic designer, and the list goes on and on...

...then you would need to go out and find who would make the best choices for distribution, etc, etc... It would be very difficult to do it for \$797, and my experience is that it would take more than a few days to become published author.

You'll have a Proven Practice Building System with No Risk what-so-ever, quicker than you can say RUSH DELIVERY!



Because this is my first "official offering" of my expanded system, I withhold the right to change the price, bonus offer, and guarantee at anytime.

Therefore, I am encouraging you to act quickly. At some point, I very well may take it off the market, and I'm raising the investment from \$797 to \$1097 after the next Fifty are spoken for. (Time Limits May Apply)

But for now, you get the Entire System, All the Recordings, Copyrights, the One Hour Consultation, AND the Step-By-Step "How To" *Bible* for a very low **\$797 - one time licensing fee.**

I want to "thank you" so much for taking the time to read this report. To purchase, just go to www.GrowYourElderLawPractice.com and click the **Invest Now** button. **Or call 1.631.725.4778**

Sincerely,

Meg Rudansky Esq.
Legal Resources, LLC

P.S. If you have read this report and are interested in purchasing, please refer to the above for possible new pricing. Be sure and inform us that you have downloaded this report. Please use this code to secure the one time fee of \$797. **Your code is MR7972008.** This way I can assure you get the **current low licensing fee and the unheard-of Make Ten Times Your Investment or Your Money Back Guarantee.**

P.P.S. We have arranged it so that **as soon as you place your order, you will receive ALL the Bonus Recordings as an Instant download.** You'll need to listen to these first. There are Thousands of Dollars of ideas and tidbits, along with getting you off to a great start even before we rush your Proven Practice Building System out to you - *Tomorrow.*

Note: Many report they've recouped their investment even before they had their books published!