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Dear Personal Bankruptcy Attorney,

Many people who would benefit from exercising their rights under U.S. bankruptcy law fail to exercise those rights. Many who do exercise their rights would gain greater benefit if they acted sooner. If you would like more of the people who would benefit from exercising their rights under U.S. bankruptcy law to come to your firm, let me write marketing and educational materials for you.

The marketing materials that I write for bankruptcy law firms address head on the anxiety, lack of understanding, self blame and confusion that keep so many people from exercising their rights under U.S. bankruptcy law. My writing tunes in to what the person who cannot pay his or her bills is going through. I explain the debtor's predicament in the context of the financial crisis, the current recession, capitalism and the risk premium included in interest rates they have been paying on their credit-card debt.

My writing taps into the anger that so many people feel about the banks getting bailouts at taxpayer expense while the government is doing nothing for individual debtors. I educate the reader that, as a matter of public policy, the U.S. government does not want people to be paralyzed or incapacitated by overwhelming debts.

I coax, cajole and educate debtors to act in their own best self interest. My writing fortifies them to reap the benefits of exercising their rights under U.S. bankruptcy law. Having gotten the reader into the right frame of mind, I lead him or her through the amount and types of assets he or she can keep in your state under a Chapter 7 filing, through the Chapter 7 means test and through the differences between Chapter 7 and 13 filings.

Most importantly, I explain how, throughout the bankruptcy process, your firm guides the debtor every step of the way, provides legal representation and protects his or her rights. I leave the reader with a clear picture of how he or she can benefit from exercising— with your firm's help— his or her rights under U.S. bankruptcy law.

The first two pages of a twelve-page marketing brochure that I wrote for a Nevada bankruptcy firm follow. If you like the tone and approach of my writing, give me a call or send me an email. Let me collaborate with you and your colleagues. Let me write for your firm.

I look forward to hearing from you.

With best personal regards,
Jerry

Are you having trouble paying your bills? If you exercise your rights under U.S. bankruptcy laws, you can erase your debts or reduce them to a level you can handle. Most likely you can keep your home, your car and all or most of your other property.

Are you (or a loved one) deep in debt? Do you wish the government would give you a bailout like the ones they've been giving to banks? The U.S. government does not give bailouts to individuals, but it does provide a procedure through which you can either erase or reduce your debts.

Under U.S. bankruptcy laws, you have the right to either erase your debts entirely or reduce them to a level that you can handle. You can stop harassing phone calls and letters from creditors. Most likely you can keep your car and your home from being seized. You can keep your wages from being garnished. In short, you can take charge of your financial situation. You can regain the control over your life that you've lost. You can create a fresh start for yourself.

Attorneys Samantha Smith and Bart Wesson of Smith & Wesson, LLC can help you decide if exercising your rights under U.S. bankruptcy laws is in your best interest. If exercising your rights is in your best interest, Samantha or Bart can determine with you if you qualify to file under Chapter 7 of U.S. bankruptcy laws which erases all your debts or if you should file under Chapter 13. Filing under Chapter 13 puts your debts on a repayment schedule you can handle and, at the end of three or five years, erases many of your remaining debts.

Attorneys Samantha Smith and Bart Wesson are nationally recognized leaders in protecting the rights of individuals in bankruptcy filings. When you come to Smith & Wesson for a free consultation, Samantha or Bart will review your situation with you. The partner you speak with will explain to you your rights under U.S. bankruptcy laws. Samantha or Bart will help you understand how U.S. bankruptcy laws benefit not only individuals but also our country, our society and our economy.



Samantha Smith

Bart Wesson

If exercising your rights under U.S. bankruptcy laws is in your best interest, Samantha Smith and Bart Wesson of Smith & Wesson will provide you with legal advice and representation. They will protect your rights.

If you and Samantha Smith or Bart Wesson decide that exercising your rights under U.S. bankruptcy laws is in your best interest, the law firm of Smith & Wesson will file on your behalf and represent you and your interests in all legal proceedings related to your filing. Smith & Wesson will protect your rights and see that you get full benefit of your rights under U.S. bankruptcy laws.

Up until now, you may have been trying to find some other way out of your financial predicament. But, if you are unable to pay your bills as they come due, it may be time for you to exercise your rights under U.S. bankruptcy laws.

In the pages that follow, we address issues you may be facing. We lay out the process by which Smith & Wesson can erase or reduce your debts and help you get a fresh start.

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**Writing Sample
Bankruptcy Practice Marketing Brochure**

**Smith & Wesson, LLC
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We live in extremely difficult economic times—the most difficult in eighty years. More and more people are finding it either necessary or to their advantage to exercise their rights under U.S. bankruptcy laws.

More and more people are finding it difficult or impossible to pay their credit-card and other bills as they come due. You may be having trouble paying your bills for any number of reasons:

- You lost your job.
- Your business failed.
- You separated or got divorced.
- Illness or injury left you with uncovered medical bills.
- Credit-card companies loaded you up with more credit cards, higher interest rates and late-payment and over-limit fees than your income level can support.
- The interest rate on your mortgage has reset from the teaser rate to a rate you cannot afford.
- You cannot get a home-equity loan on your house because it is worth less than the mortgage you owe.

When they cannot pay their bills, many people blame themselves and feel guilty— even when they've done nothing wrong. Feelings of guilt and anxiety sometimes discourage people from exercising their rights under U.S. bankruptcy laws.

If, however, you come to understand your personal predicament in the context of the U.S. economy, you will understand that our bankruptcy laws give our economy much of its strength and vitality. Exercising your rights under our bankruptcy laws gives you a way to return to being a solvent and productive member of society.

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Writing Sample
Bankruptcy Practice Marketing Brochure
Pages 1 and 2 of 12 pages.

To have all twelve pages of this marketing brochure adapted to your bankruptcy practice, contact:

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In 2008, over one million people exercised their rights under U.S. bankruptcy laws. In 2009, even more people are giving themselves a fresh start.

