

**Richard Geller's**

**An entrepreneurial business for paralegals  
who want to work from home and be their  
own boss:**

**Special Report**

**Visit [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com) for more**

“Results are not guaranteed. Read my disclaimer. And use this information with care.”

Copyright © 2007 Calworth Glenford, LLC

All rights reserved. Reproduction in any form without express written consent from Calworth Glenford is prohibited. Any names used in this course are for illustration purposes and are not designed to refer to real people or real organizations.

## Disclaimer – this limits our liability – Read it!

In plain English, this report is provided to you for use at your SOLE RISK.

Plus, I can't know the laws of your state, and the facts in your particular situation. And I'm not a lawyer nor do I play one on television.

So...

**You have to take responsibility for whatever you do or don't do after reading this report. Don't blame me!! I am not responsible for what you do!!**

While the publisher and author have used their best efforts in preparing this report, they make no representations or warranties with respect to the accuracy or completeness of the contents of it and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential or other damages.

In addition, no franchise is being offered here. If one is offered in the future, it will be offered in accordance with state and federal laws to qualified individuals via a prospectus.

My client is Lawsuit Financial, LLC. I am working on their behalf to hopefully sell franchises at some point. But they have not approved of the contents of this text nor the website at [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com).

## ***What are your goals in life?***

If you are like many people, life isn't all about work. It's about family. Community. Fulfillment as a man or woman.

Being a paralegal lets you be your own boss. But too often, it means commuting to an office and working for someone else. It means one deadline after the other, one more stressful than the next.

If you do litigation, then the papers always have to be filed at the last minute, it seems. And if you do transactional work, the client always needs the papers yesterday.

There are great joys to being a paralegal. But if you are looking for a way to balance the joy of the profession with your other goals in life, then read on.

## ***The solution to balancing work and family life***

I have been an entrepreneur for decades. My wife is going into her 18<sup>th</sup> year as a self-employed person in the legal field.

When our kids were really little, we were both home for them much of the time. We got to watch them grow up and we were home when they were home. Even to this day, when our kids are about grown, we get to spend so much time with them, in those odd moments that happen on their own every day.

Remember the whole mantra of "quality time" with your kids? Well, I don't believe that. I think the quality time are those moments when you are around your kids and they can happen for you every day. It's more natural that way than some forced idea of spending time together.

Also, as our kids have grown up, they got to see mom and dad work. No talk of difficult bosses. No hating work or having difficulties with co-workers. Of course we have had our ups and downs. But we set a positive example for our children.

So many people are unhappy in their jobs. They demonstrate to their children that life is about sacrifice and difficult working situations and enriching someone else.

And you can say all you want. It's what you do that counts.

My wife and I have set a positive example for our children. I would prefer my kids be happy whether they want to work for someone else or not. But I think the fact that we have been self-employed all these years has shown them the way to being happy in their own business. I think they have seen our work ethic close up and they are more likely to take responsibility for their own work and

careers than someone whose mom and dad were always away from home working for someone else.

And it is most interesting that my wife is self-employed, while I am an entrepreneur. You can thrive and succeed as either one if you are a paralegal.

### ***The difference between self-employment and the entrepreneur***

My wife is a self employed person. She is an independent contractor. She does not have a payroll. She takes care of her own schedule, sets her own hours. She takes care of her own health insurance and maintains her own office (at home in her case.)

Her income tends to be steady and predictable. On occasion the work slows down and other times it overwhelms her, but on the whole she has made a decent steady income for many years.

I on the other hand am an entrepreneur. I sometimes have very successful years and sometimes I make almost no money.

I don't have employees these days but I do use independent contractors to build my business. And I have leverage – that is, I am not paid by the hour. If I sell my own products there is no limit to what I can make.

My wife's income is limited. She charges per hour, and obviously there are only so many hours in the day.

Between us, we both work for ourselves but in different ways. The advantages of my entrepreneurial work is that I can hit it big sometimes. The advantage of her work is that her income is more steady and reliable.

So what is best in your situation?

### ***A balance: steady income and the possibility of hitting it bigger***

As I look back I am grateful that we had the steady income from my wife's self-employment. But the assets we have built up have resulted in large measure from my efforts as an entrepreneur.

Put another way, my wife put the bread on the table but my investments and resourcefulness let us really put money away. Our kids college education is assured and they are debt free through it. And we have no real financial worries anymore, either.

This is another type of balance, isn't it? While you won't hit it so big that you'll be a billionaire, this type of balance lets you work fewer hours, make more money, and have a reasonably steady income as well. If you have some slow

months, you will have more time to take off and enjoy family vacations and time with your life partner.

The nice thing about this balance is that you aren't limited by charging per hour. If you charge per hour you always have to be present and working to make any money.

But remember the advantage of your own business, of entrepreneurial business, is that you are not limited by your own hours.

If I go to sleep at night, my business is still making money for me. If I take off a week or two, my business continues pulling in an income. But self employment income is not like that. My wife must work at her desk to make any money at all.

You can see the advantages of both self-employment and entrepreneurial business here.

And what if you could have both?

If this appeals to you, if you are looking for a way to have an income that is steady while also having a business that can take off beyond your own efforts, you will want to read on.

### ***A business for paralegals who want it all***

I recently came across a business that can provide everything for the right person. You should have a legal background to participate. It lets you work from home and work with lawyers in professional capacity. But it also frees you from working hourly.

You can in fact pursue paralegal work on an hourly basis while you pursue this business. They go together beautifully.

And this business does not suffer from the problem of most work-at-home businesses: it does not require a lot of selling.

The business helps people who are in need. They are grateful for your help. I'm talking about a business you may not have heard of. It's called lawsuit financing.

So let me take up the rest of this report by explaining to you the basics of lawsuit financing.

You'll learn why lawsuit financing can be a great business. And how you can balance your life between work and family, and between the steady reliable income that can come from self-employment with the benefits of having a real

entrepreneurial business that can make money while you sleep or go on vacation.

### ***How does lawsuit financing work?***

In a lawsuit, the person bringing the suit is the plaintiff. Plaintiffs are the victims various injuries, or tort claims:

- Auto accidents where it is the other person's fault
- Medical malpractice
- Defective products
- Miscellaneous other things ranging from a store security guard who pushes a shopper down into the ground and injures her, to a pet store who sells a vicious dog to someone.

The process goes something like this:

1. The injury happens.
2. The plaintiff goes to a lawyer.
3. The lawyer sends a demand letter asking for compensation.
4. The other side doesn't respond or says "No".
5. The lawyer files a complaint. That is the beginning of a lawsuit.
6. The first phase is the discovery phase. This involves depositions and documents being produced by both sides. Discover can last for years.
7. The next phase is the trial date. There is an upcoming date set for the trial.
8. Only 3% of cases reach trial. Almost every case settles before trial. Sometimes the morning of the trial.

We're talking about people who get hit by a drunk driver, or get victimized by a botched surgery, or who get cut up by a product that never should have been on the market in the first place.

So that person goes to a lawyer and the lawyer takes the case on a contingency basis, which as you know means the lawyer pays all the costs of the lawsuit. If she wins the lawsuit she gets her costs back and a percentage of the winnings. If she loses, she loses her costs completely and she is out her time as well.

So the lawyers are in this to make money and help their client. The lawyers are at risk, remember.

But one thing that most folks don't realize is that if someone has been victimized by an injury, they are often unable to continue to make a living. They may be psychologically traumatized or physically hurt.

### ***Why people need lawsuit financing***

My wife happens to do a lot of litigation. She typically represents the defense side of things, the party being sued. But she also does plaintiff work as well.

In one case, the plaintiff was threatened by a co-worker who said he would assault her. She went to a supervisor and complained but nobody did anything about it. She was at her wit's end. The threatening co-worker went to her house and harassed her. This poor woman was living in a reign of terror. She tried everything to make this problem go away. Her manager wouldn't even move her to a different department.

This woman became very traumatized. She had to install alarms and new locks on her house. She grew afraid of going out. Eventually she ended up going to a lawyer. The lawyer sent the woman's now-former employer a letter with demands in it and they referred the matter to their insurance company who in turn sent it to their law firm.

So now, the plaintiff's lawyer was in a legal fight with the insurance company's defense law firm.

Ultimately, the case settled. But meanwhile, this poor woman had to get over this psychological trauma and believe me, it wasn't easy. She had months of sleepless nights, failed relationships, difficulty keeping another job.

This is a case of psychological damage and this woman was flat out broke and unable to pay her bills during this time.

See, that's where a lawsuit financing company comes in. If you are in that business, you would look at that lawsuit and judge its chances of success. You would figure out how much you could safely advance that woman in terms of cash now. And you would give her some much-needed money that would help tide her over.

In turn, you would get a fee when the lawsuit settled. If the case didn't settle or the woman lost the case, you would get nothing.

This seems very risky, but it isn't. Here's why:

1. You only invest in lawsuits where you feel there is a high probability of the plaintiff winning.
2. You invest only a fraction of what you think the plaintiff will win.
3. You can use **other people's money**. So you can do this business and be at no risk.
4. You spread your risks around by investing in a bunch of different lawsuits. That way, if one loses, you still have nine others that win. On balance you can do very well.

And on the upside, there is a fact that helps you increase your returns to very nice levels:

***You aren't making loans so you aren't regulated the way a lender is***

Lenders are regulated by usury laws and a dense thicket of laws. But this business, so far, is not regulated in any state I am aware of.

That means that you are free from a lot (not all) of the red tape that engulfs a lot of other businesses.

It also means your returns are not capped by a legal limit.

That doesn't mean you can charge anything you want. A typical contract will call for your getting paid back, plus an additional premium of some kind. That can mean that people in this business will earn two or three times their investment back on each case that they win.

Since they win most cases, this can translate into a nice return.

If you are working with financial investors, remember that they will get their money back first and then typically split the profits with you.

Compare this to a business like equipment leasing. You get a commission of a few percentage points of the whole deal, and that's all. With lawsuit financing, you get a whole lot more than that. You get the opportunity to make a multiple on your money.

Now realize that this business will become increasingly competitive, no doubt. But there is a lot more to it than there is to equipment leasing or mortgage brokerage. There are more wrinkles and the relationships matter more. So I think there will continue being a bright future even as more people learn the secret of this little known business. But something to keep in mind.

## ***Who is an ideal prospect for lawsuit financing?***

Let's make a list of what makes a good case for you to finance.

First, the case should not be brand new. It's best to fund cases that are 90 days or six months old. Sometimes the judge will throw out a case if the complaint is poorly written or the judge feels the case has some other terminal problem. So if you avoid cases that are very new, you will avoid having to waste time looking at cases that will be thrown out shortly.

Second, there should be major injuries. That means major losses of some kind. The client should have expenses that are substantial and easily proved. They call these damages.

The best damages are those that can be shown by producing bills. These are monetary damages – for instance, medical bills. Bills for surgery and rehabilitation. Bills for repairs.

Second best are lost work. If someone loses income, that can be proved but not as easily as monetary damages can. Still, lost income can be very substantial. If someone misses six months of work, that money can be \$25,000 or \$50,000.

Third, the injury should clearly be the other side's fault. This is the question of liability.

It would be nice if we lived in a world where liability was always clearly one side's or the other's. But I have seen very few lawsuits where it is clearly just the defendant's fault with no possibility of defense.

The defendant always has a defense. Sometimes a good one. But if you are in this business you want to fund lawsuits that have very little defense. Easily proven as the other side's fault, more or less.

A drunk driving accident is one of these.

So is a doctor who botches a routine surgery.

Now, we get a little more into the less easily proved. Someone has a mole and they go to the doctor. The doctor misses the mole and it turns out to be malignant melanoma. These cases are tougher because the plaintiff usually needs to find an expert who will testify that the doctor should have identified the mole as suspicious enough to biopsy. But the defense may have a doctor expert who says "No, this mole is so routine looking that many doctors who are competent wouldn't look at it twice."

You see? It starts getting into a gray area. Still, in this case, the insurance company who represents the doctor will probably end up paying out. The question is, how much.

But easily proved liability is very important in any lawsuit you are thinking of funding.

The next thing on the list of what you look for is a deep pocketed defendant. That means defendants represented by insurance companies, or public entities, or large companies, or wealthy individuals.

If the plaintiff is suing someone who is completely at fault but who doesn't have any money, what good is it? The lawsuit can be easily won yet not one dime will be collected.

Those are the primary factors, then. Let's recap.

1. Case is aged a little
2. Damages substantial and easily proven
3. Liability easily proven
4. Defendant has money

Those are the major factors. The last one should be obvious. That is a plaintiff who is very pressed financially and who really needs some money now. A motivated plaintiff is the final piece of the puzzle.

5. Motivated plaintiff

You get all these and you will have a nice case to finance.

And, even better, you will often find attorneys will go out of their way to assist you...

Let's see what's in it for them.

### ***Why attorneys will help you make money***

For this exercise, let's get inside the mind of a personal injury attorney and see what that's like.

I had a client who had surgery and the surgeon left a sponge in. There is always a "sponge count" to make sure this doesn't happen, but for some reason nobody noticed the missing sponge. Several years later my client had some physical problems again with that area, her shoulder,

and an exploratory surgery found the sponge. It hadn't dissolved or anything. It was still there.

So we filed a claim and then did a complaint. In every medical malpractice case, you need an expert. So I found a guy, an older gent, who was a surgeon in his former life and now does expert testimony. He said the sponge had caused her years of problems and was complete negligence on the part of the original surgeon. We had our lawsuit against the original surgeon and the hospital and now we had our expert.

I knew we had a good case. But my client, she was crying the blues. I don't blame her. She had two small children and she couldn't drive them to school and daycare and she didn't have anyone to help her. She would call me in tears. She was desperate for money and she was trying to pressure me to settle.

I had a lot of the firm's money in this case. I knew it was good for several hundred thousand dollars. But my client, she was so eager to settle that I was afraid that we'd end up with \$25,000 instead of \$250,000. That's where I see lawsuit financing as so important. A client like that, if I had known about it then I would have referred her to someone. And then she could have gotten an advance on her share. It would have been a lifesaver for her. And for me, it would have taken all that pressure off.

As it turned out, the case settled but I know I could have gotten much more money if my client hadn't been so desperate to settle quickly.

As you can see from this interview, the lawyers really love lawsuit financing because it gives their client staying power. Now their clients don't badger their lawyers every two seconds for a quick settlement.

And that means lawyers can become for you...

### ***...a good source of ongoing business***

In order to build your business you will want to meet personal injury lawyers. You will want to introduce yourself to them, meet them, and build a personal relationship.

This isn't selling. It is more like public relations, or networking. But it is a great way to get established and as you do more deals, the lawyers will be more confident in you and will be more eager to send you additional cases.

That is one thing that makes this possibly a great business, in my opinion. It's the repeat nature of the business that comes from nurturing relationships. Once you're in, you're in like flint. They won't want to deal with anyone else.

## ***Additional sources of business for you***

In addition to lawyers, you can also mail brochures and postcards to people who are plaintiffs in litigation. Their names and addresses are easily obtained because lawsuits are a public record.

There are tricks to this, and you may only have their lawyer's address. But you can also build the business through mailings that result in in-coming phone calls from interested plaintiffs.

The web can be another source of business. Having a good website that makes it easy for plaintiffs to find you can help propel your business to the next level.

But the truth is, that offline methods may work better. I would list them as referrals from lawyers first, followed by mailings, followed by other offline methods of getting business, followed by the web.

## ***How to find out more?***

I am working with my client, Lawsuit Financial, LLC, who has been at this business for nine years and knows a thing or two. We may be putting together a franchise situation that you may want to find out about.

At this stage make sure you are on the email list and I'll keep you posted. I'll also send you occasional videos, audios and blog entries that you will find exceedingly helpful.

Visit [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com) for more.

Thanks very much, and God bless.

**Richard Geller's**

**An entrepreneurial business for paralegals  
who want to work from home and be their  
own boss:**

**Special Report**

**Visit [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com) for more**

“Results are not guaranteed. Read my disclaimer. And use this information with care.”

Copyright © 2007 Calworth Glenford, LLC

All rights reserved. Reproduction in any form without express written consent from Calworth Glenford is prohibited. Any names used in this course are for illustration purposes and are not designed to refer to real people or real organizations.

## Disclaimer – this limits our liability – Read it!

In plain English, this report is provided to you for use at your SOLE RISK.

Plus, I can't know the laws of your state, and the facts in your particular situation. And I'm not a lawyer nor do I play one on television.

So...

**You have to take responsibility for whatever you do or don't do after reading this report. Don't blame me!! I am not responsible for what you do!!**

While the publisher and author have used their best efforts in preparing this report, they make no representations or warranties with respect to the accuracy or completeness of the contents of it and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential or other damages.

In addition, no franchise is being offered here. If one is offered in the future, it will be offered in accordance with state and federal laws to qualified individuals via a prospectus.

My client is Lawsuit Financial, LLC. I am working on their behalf to hopefully sell franchises at some point. But they have not approved of the contents of this text nor the website at [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com).

## ***What are your goals in life?***

If you are like many people, life isn't all about work. It's about family. Community. Fulfillment as a man or woman.

Being a paralegal lets you be your own boss. But too often, it means **commuting to an office and working for someone else**. It means one deadline after the other, one more stressful than the next.

If you do litigation, then the papers always have to be filed at the last minute, it seems. And if you do transactional work, the client always needs the papers *yesterday*.

There are great joys to being a paralegal. But if you are looking for a way to balance the joy of the profession with your other goals in life, then read on.

## ***The solution to balancing work and family life***

Most people do not understand the difference between being self-employed, and being an entrepreneur. I will explain this by way of example.

I have been an entrepreneur for decades. And my wife is going into her 18<sup>th</sup> year as a self-employed person in the legal field.

When our kids were really little, we were both home for them much of the time. We got to watch them grow up and we were home when they were home. Even to this day, when our kids are about grown, we get to spend so much time with them, in those odd moments that happen on their own every day.

Remember the whole mantra of "quality time" with your kids? Well, I don't believe that. I think the quality time are those moments when you are **around** your kids and they can happen for you every day. It's more natural that way than some forced idea of spending time together on a Sunday.

We spend time with our kids every day.

Also, as our kids have grown up, they got to see mom and dad work and they saw our work in a positive light.

No talk of difficult bosses. No hating work or having difficulties with co-workers. Of course we have had our ups and downs. But we set a positive example for our children.

So many people are unhappy in their jobs. They demonstrate to their children that life is about sacrifice and difficult working situations and enriching someone else. Do you really want to send that message to your kids?

And you can say all you want. It's what you do that counts.

My wife and I have set a positive example for our children. It's something I'm very proud of as a father.

Look, I would prefer my kids be happy whether they want to work for someone else or not.

But I think the fact that we have been self-employed all these years has shown them the way to being happy in their own business.

I think they have seen our work ethic close up and they are more likely to take responsibility for their own work and careers than someone whose mom and dad were always away from home working for someone else.

And it is most interesting that my wife is self-employed, while I am an entrepreneur. You can thrive and succeed as either one if you are a paralegal.

### ***The difference between self-employment and the entrepreneur***

My wife is a **self employed** person. She is an independent contractor. She does not have a payroll. She takes care of her own schedule, sets her own hours. She takes care of her own health insurance and maintains her own office (at home in her case.)

**Her income tends to be steady and predictable.** On occasion the work slows down and other times it overwhelms her, but on the whole she has made a decent steady income for many years.

I on the other hand am an entrepreneur. I sometimes have very successful years and sometimes I make almost no money.

I don't have employees these days but I do use independent contractors to build my business. And I have leverage – that is, I am not paid by the hour. If I sell my own products there is no limit to what I can make.

My wife's income is limited. She charges per hour, and obviously there are only so many hours in the day. If she takes time off, she makes no money at all.

Between us, we both work for ourselves but in different ways. The advantages of my entrepreneurial work is that I can hit it big sometimes. The advantage of her work is that her income is more steady and reliable.

So what is best in your situation?



### ***A balance: steady income and the possibility of hitting it bigger***

As I look back I am grateful that we had the steady income from my wife's self-employment. But the assets we have built up have resulted in large measure from my efforts as an entrepreneur.

Put another way, my wife put the bread on the table but my investments and resourcefulness let us really put big money away. Our kids' college education is assured and they are debt free through it.

And we have no real financial worries anymore, either.

This is another type of balance, isn't it? While you won't hit it so big that you'll be a billionaire, this type of balance lets you **work fewer hours, make more money, and have a reasonably steady income as well.** If you have some slow months, you will enjoy it. Because you will have more time to take off and enjoy family vacations and time with your life partner.

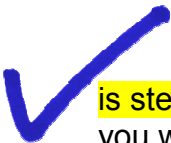
And the business will continue working for you even if you don't put in the time every moment.

Yes, the nice thing about this balance is that you aren't limited by charging per hour. If you charge per hour you always have to be present and working to make any money.

But remember the advantage of your own business, of entrepreneurial business, is that you are not limited by your own hours.

If I go to sleep at night, my business is still making money for me. If I take off a week or two, my business continues pulling in an income. But self employment income is not like that. My wife must work at her desk to make any money at all.

And what if you could have both?



If this appeals to you, if you are looking for a way to have an **income that is steady while also having a business that can take off beyond your own efforts,** you will want to read on.

### ***A business for paralegals who want it all***

I recently came across a business that can provide everything for the right person. You should have a legal background to participate. It lets you work from home and work with lawyers in professional capacity. But it also frees you from working hourly.

You can in fact pursue paralegal work on an hourly basis while you pursue this business. They go together beautifully.

And this business does not suffer from the problem of most work-at-home businesses: it does not require a lot of selling.

**And the business does not require a lot of capital either.**

The business helps people who are in need. They are grateful for your help. I'm talking about a business you may not have heard of. It's called lawsuit financing.

So let me take up the rest of this report by explaining to you the basics of lawsuit financing.

You'll learn why lawsuit financing can be a great business. And how you can balance your life between work and family. How you can hopefully have steady reliable income from self-employment and the benefits of having a real entrepreneurial business. How you can make money while you sleep or go on vacation.

### ***How does lawsuit financing work?***

In a lawsuit, the person bringing the suit is the plaintiff. Plaintiffs are the victims various injuries, or tort claims:

- Auto accidents where it is the other person's fault
- Medical malpractice
- Defective products
- Miscellaneous other things ranging from a store security guard who pushes a shopper down into the ground and injures her, to a pet store who sells a vicious dog to someone.

The process goes something like this:

1. The injury happens.
2. The plaintiff goes to a lawyer.
3. The lawyer sends a demand letter asking for compensation.
4. The other side doesn't respond or says "No".
5. The lawyer files a complaint. That is the beginning of a lawsuit.
6. The first phase is the discovery phase. This involves depositions and documents being produced by both sides. Discover can last for years.
7. The next phase is the trial date. There is an upcoming date set for the trial.
8. Only 3% of cases reach trial. Almost every case settles before trial. Sometimes the morning of the trial.

We're talking about people who get hit by a drunk driver, or get victimized by a botched surgery, or who get cut up by a product that never should have been on the market in the first place.

So that person goes to a lawyer and the lawyer takes the case on a contingency basis, which as you know means the lawyer pays all the costs of the lawsuit. If she wins the lawsuit she gets her costs back and a percentage of the winnings. If she loses, she loses her costs completely and she is out her time as well.

The lawyers are in this to make money and help their client. The **lawyers are at risk**, remember.

But one thing that most folks don't realize is that if someone has been victimized by an injury, they are often unable to continue to make a living. They may be psychologically traumatized or physically hurt.

So they need financial help...

### ***Why people need lawsuit financing***

My wife happens to do a lot of litigation. She typically represents the defense side of things, the party being sued. But she also does plaintiff work as well.

In one case, the plaintiff was threatened by a co-worker who said he would assault her. She went to a supervisor and complained but nobody did anything about it. She was at her wit's end. The threatening co-worker went to her house and harassed her. This poor woman was living in a reign of terror. She tried everything to make this problem go away. Her manager wouldn't even move her to a different department.

This woman became very traumatized. She had to install alarms and new locks on her house. She grew afraid of going out. Eventually she ended up going to a lawyer. The lawyer sent the woman's now-former employer a letter with demands in it and they referred the matter to their insurance company who in turn sent it to their law firm.

So now, the plaintiff's lawyer was in a legal fight with the insurance company's defense law firm.

Ultimately, the case settled. But meanwhile, this poor woman had to get over this psychological trauma and believe me, it wasn't easy. She had months of sleepless nights, failed relationships, difficulty keeping another job.

This is a case of psychological damage and this woman was flat out broke and unable to pay her bills during this time.

See, that's where a lawsuit financing company comes in. If you are in that business, you would look at that lawsuit and judge its chances of success. You would figure out how much you could safely advance that woman in terms of cash now. And you would give her some much-needed money that would help tide her over.

In turn, you would get a fee when the lawsuit settled. If the case didn't settle or the woman lost the case, you would get nothing.

This seems very risky, but it isn't. Here's why:

1. You only invest in lawsuits where you feel there is a high probability of the plaintiff winning.
2. You invest only a fraction of what you think the plaintiff will win.
3. You can use **other people's money**. So you can do this business and be at no risk.
4. You spread your risks around by investing in a bunch of different lawsuits. That way, if one loses, you still have nine others that win. On balance you can do very well.

It's a matter of finding plaintiffs, and that isn't very hard...

### ***Plaintiffs who are ideal for lawsuit financing***

Let's make a list of what makes a good case for you to finance.

First, the case should not be brand new. It's best to fund cases that are 90 days or six months old. Sometimes the judge will throw out a case if the complaint is poorly written or the judge feels the case has some other terminal problem. So if you avoid cases that are very new, you will avoid having to waste time looking at cases that will be thrown out shortly.

Second, there should be **major injuries**. That means major losses of some kind. The client should have expenses that are substantial and easily proved. They call these damages.

The best damages are those that can be shown by **producing bills**. These are **monetary** damages – for instance, medical bills. Bills for surgery and rehabilitation. Bills for repairs.

Second best are lost work. If someone loses income, that can be proved but not as easily as monetary damages can. Still, lost income can be very substantial. If someone misses six months of work, that money can be \$25,000 or \$50,000.

Third, the injury should clearly be **the other side's fault**. This is the question of **liability**. It should be clear.

It would be nice if we lived in a world where liability was always clearly one side's or the other's. But as you know, there are few lawsuits where it is clearly only the defendant's fault with no possibility of defense. Gray areas are all over the place even in the simplest of lawsuits.

The defendant **always** has a defense. Sometimes a good one. But if you are in this business you want to fund lawsuits that have very little defense. Easily proven as the other side's fault, more or less.

A drunk driving accident is one of these.

So is a doctor who botches a routine surgery.

Now, we get a little more into the less easily proved. Someone has a mole and they go to the doctor. The doctor misses the mole and it turns out to be malignant melanoma. These cases are tougher because the plaintiff usually needs to find an expert who will testify that the doctor should have identified the mole as suspicious enough to biopsy. But the defense may have a doctor expert who says "No, this mole is so routine looking that many doctors who are competent wouldn't look at it twice."

You see? It starts getting into a gray area. Still, in this case, the insurance company who represents the doctor will probably end up paying out. The question is, how much.

But easily proved liability is very important in any lawsuit you are thinking of funding.

The next thing on the list of what you look for is a **deep pocketed defendant**. That means defendants represented by insurance companies, or public entities, or large companies, or wealthy individuals.

If the plaintiff is suing someone who is completely at fault but who doesn't have any money, what good is it? The lawsuit can be easily won yet not one dime will be collected.

Those are the primary factors, then. Let's recap.

1. Case is aged a little
2. Damages substantial and easily proven
3. Liability easily proven

#### 4. Defendant has money

Those are the major factors. The last one should be obvious. That is a plaintiff who is very pressed financially and who really needs some money now. A motivated plaintiff is the final piece of the puzzle.

#### 5. Motivated plaintiff

You get all these and you will have a nice case to finance.

And, even better, you will often find attorneys will go out of there way to assist you...

Let's see what's in it for them.

### ***Why attorneys will help you make money***

For this exercise, let's get inside the mind of a personal injury attorney and see what that's like.

I had a client who had surgery and the surgeon left a sponge in. There is always a "sponge count" to make sure this doesn't happen, but for some reason nobody noticed the missing sponge. Several years later my client had some physical problems again with that area, her shoulder, and an exploratory surgery found the sponge. It hadn't dissolved or anything. It was still there.

So we filed a claim and then did a complaint. In every medical malpractice case, you need an expert. So I found a guy, an older gent, who was a surgeon in his former life and now does expert testimony. He said the sponge had caused her years of problems and was complete negligence on the part of the original surgeon. We had our lawsuit against the original surgeon and the hospital and now we had our expert.

I knew we had a good case. But my client, she was crying the blues. I don't blame her. She had two small children and she couldn't drive them to school and daycare and she didn't have anyone to help her. She would call me in tears. She was desperate for money and she was trying to pressure me to settle.

I had a lot of the firm's money in this case. I knew it was good for several hundred thousand dollars. But my client, she was so eager to settle that I was afraid that we'd end up with \$25,000 instead of \$250,000. That's where I see lawsuit financing as so important. A client like that, if I had known about it then I would have referred her to someone. And then she could have gotten an advance on her share. It would have been a lifesaver for her. And for me, it would have taken all that pressure off.

As it turned out, the case settled but I know I could have gotten much more money if my client hadn't been so desperate to settle quickly.

As you can see from this interview, the lawyers really love lawsuit financing because it gives their client staying power. Now their clients don't badger their lawyers every two seconds for a quick settlement.

And that means lawyers can become for you...

### ***...a good source of ongoing business***

In order to build your business you will want to meet personal injury lawyers. You will want to introduce yourself to them, meet them, and build a personal relationship.

This isn't selling. It is more like public relations, or networking. But it is a great way to get established and as you do more deals, the lawyers will be more confident in you and will be more eager to send you additional cases.

That is one thing that makes this possibly a great business, in my opinion. It's the repeat nature of the business that comes from nurturing relationships. Once you're in, you're in like flint. They won't want to deal with anyone else.

And you probably have some relationships with lawyers already.

### ***Additional sources of business for you***

In addition to lawyers, you can also mail brochures and postcards to people who are plaintiffs in litigation. Their names and addresses are easily obtained because lawsuits are a public record.

There are tricks to this, and you may only have their lawyer's address. But you can also build the business through mailings that result in in-coming phone calls from interested plaintiffs.

The web can be another source of business. Having a good website that makes it easy for plaintiffs to find you can help propel your business to the next level.

But the truth is, that offline methods may work better. I would list them as referrals from lawyers first, followed by mailings, followed by other offline methods of getting business, followed by the web.

### ***And this works part time as well as full time...***

There is absolutely no reason why you can't pursue your career in law in addition to your business of lawsuit financing. They both can work together. And

you could transition away from hourly self-employment as your lawsuit financing business takes off.

This would be an ideal way to get started because you aren't sacrificing your income. And every job you work on is for a lawyer, and this lawyer is a potential client, or knows other potential clients.

### ***How to find out more?***

I am working with my client, Lawsuit Financial, LLC, who has been at this business for nine years and knows a thing or two. We may be putting together a franchise situation that you may want to find out about. And we are looking for paralegals, people who have familiarity with the legal profession.

At this stage make sure you are on the email list and I'll keep you posted. I'll also send you occasional videos, audios and blog entries that you will find exceedingly helpful.

Visit [www.LawsuitFinancialFranchise.com](http://www.LawsuitFinancialFranchise.com) for more.

Thanks very much, and God bless.