

# LEAD MAGNET INTRO

[NAME],

I practice in the area of [AREA OF LAW]. My best clients are always asking me these [SPECIFIC NUMBER (eg; 7, 5, 10)] questions. So one day I decided to stop repeating myself and I created a free tool that I give to these clients. This tool is designed to answer their biggest questions—the ones they ask me again and again.

If you are struggling with [TOPIC YOU ADDRESS IN YOUR RESOURCE] or if you're searching for a solution to [COMMON PAIN POINT], or if you're trying to deal with [SPECIFIC ISSUE], keep reading because I've got a free resource just for you.

I decided that I would share this resource with anyone who was interested—and not just keep it for my clients—because I believe in being generous and I believe in a world of abundance. If you want the answers to the [SPECIFIC NUMBER LISTED ABOVE] most common questions that my best clients are always asking me about, and that I prepared just for them, give me your name and email address and I'd be happy to email it to you right away at no charge.

[SIGNATURE]



**HOW TO MANAGE**  
A SMALL LAW FIRM