



ONE400

A Law Innovation Agency

Legal Plan Design – April 2018

ABOUT



Allen Rodriguez

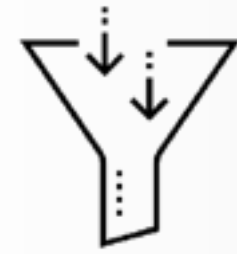
Product and Plan design (Founder ONE400, LegalZoom Director of Attorney Services)



Adam Long, Esq.

Regulatory / Compliance / Plan Design (LegalZoom Legal Architect)

WHY CREATE A LEGAL PLAN?



WHY?

86% of the civil legal problems reported by **low income** Americans in the past year received inadequate or **no legal help**

Attorneys are expensive

Many law firms have serious **cash flow problems**

Lawyers aim to meet the needs of the most affluent Americans (top 20% income earners) and **ignore** the rest.

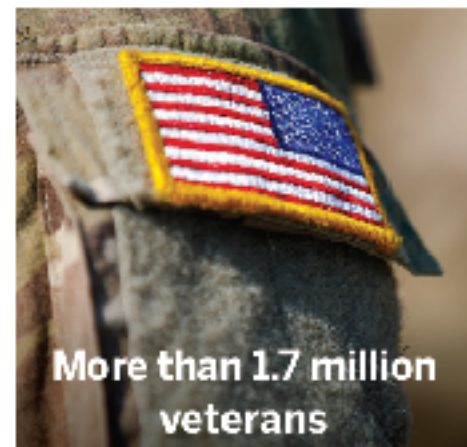
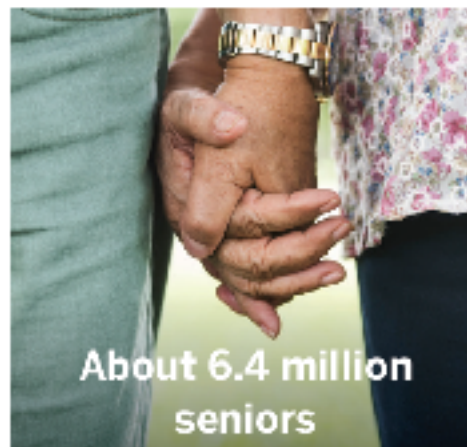
Many lawyers **want to help**, they just **don't know how**

86% of the civil legal problems reported by low-income Americans in the past year received inadequate or no legal help.

In the past year, 71% of low-income households experienced at least one civil legal problem, including problems with domestic violence, veterans' benefits, disability access, housing conditions, and health care.

In 2017, low-income Americans will approach LSC-funded legal aid organizations for support with an estimated 1.7 million problems. They will receive only limited or no legal help for more than half of these problems because of a lack of resources.

More than 60 million Americans have family incomes at or below 125% of FPL, including:



150M

It is estimated that around 150M Americans don't have \$500 in savings to cover emergencies.

Unexpected legal services would fall into this category.

THE SOLUTION - LEGAL PLANS

Consumers

Reduces the cost of legal services

Promotes better **access** to justice

Encourages **better** collaboration

Law Firms

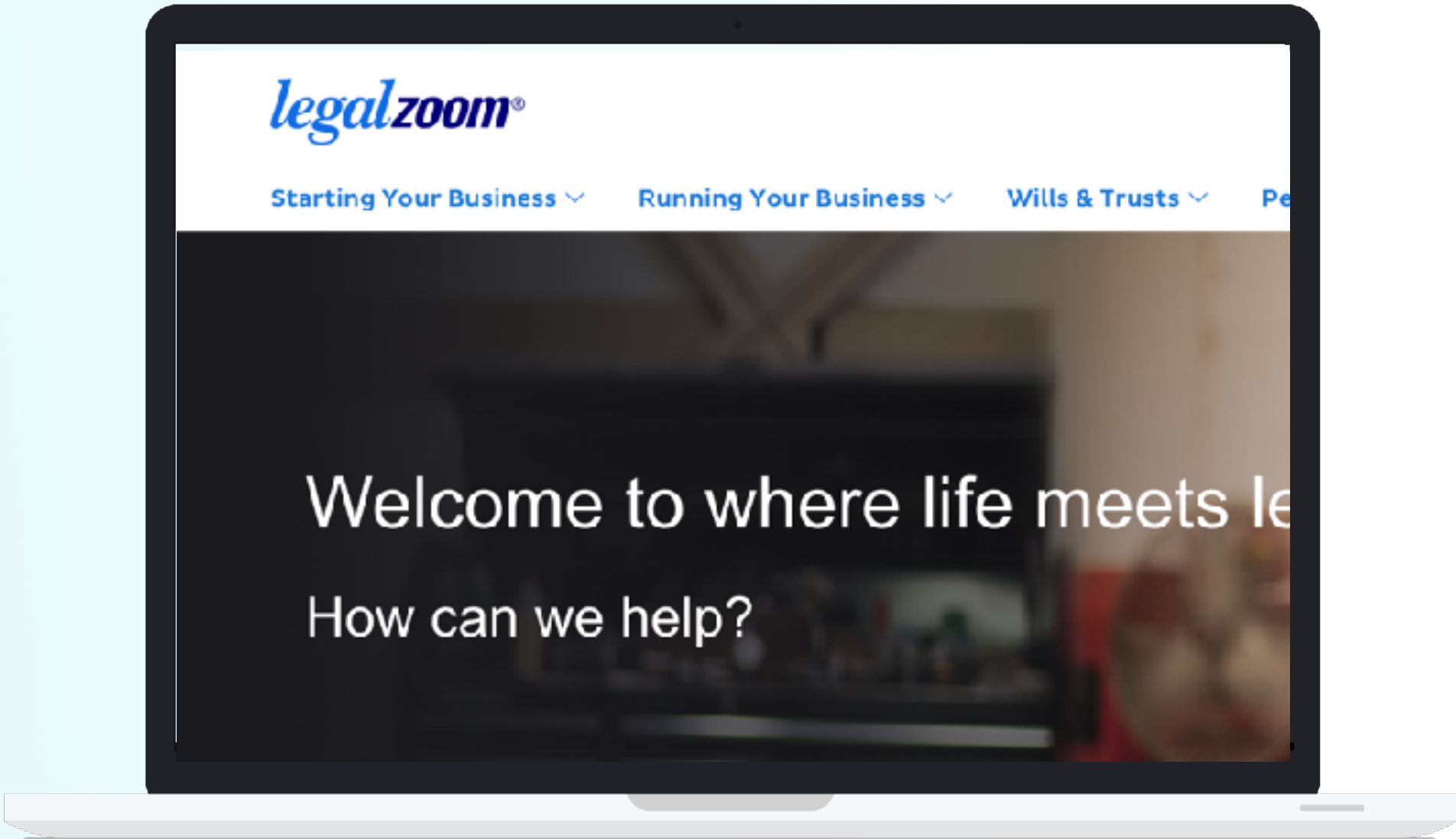
Embraces collaborative consumption
economy

Creates recurring, predictable
revenue

MARKET VALIDATION

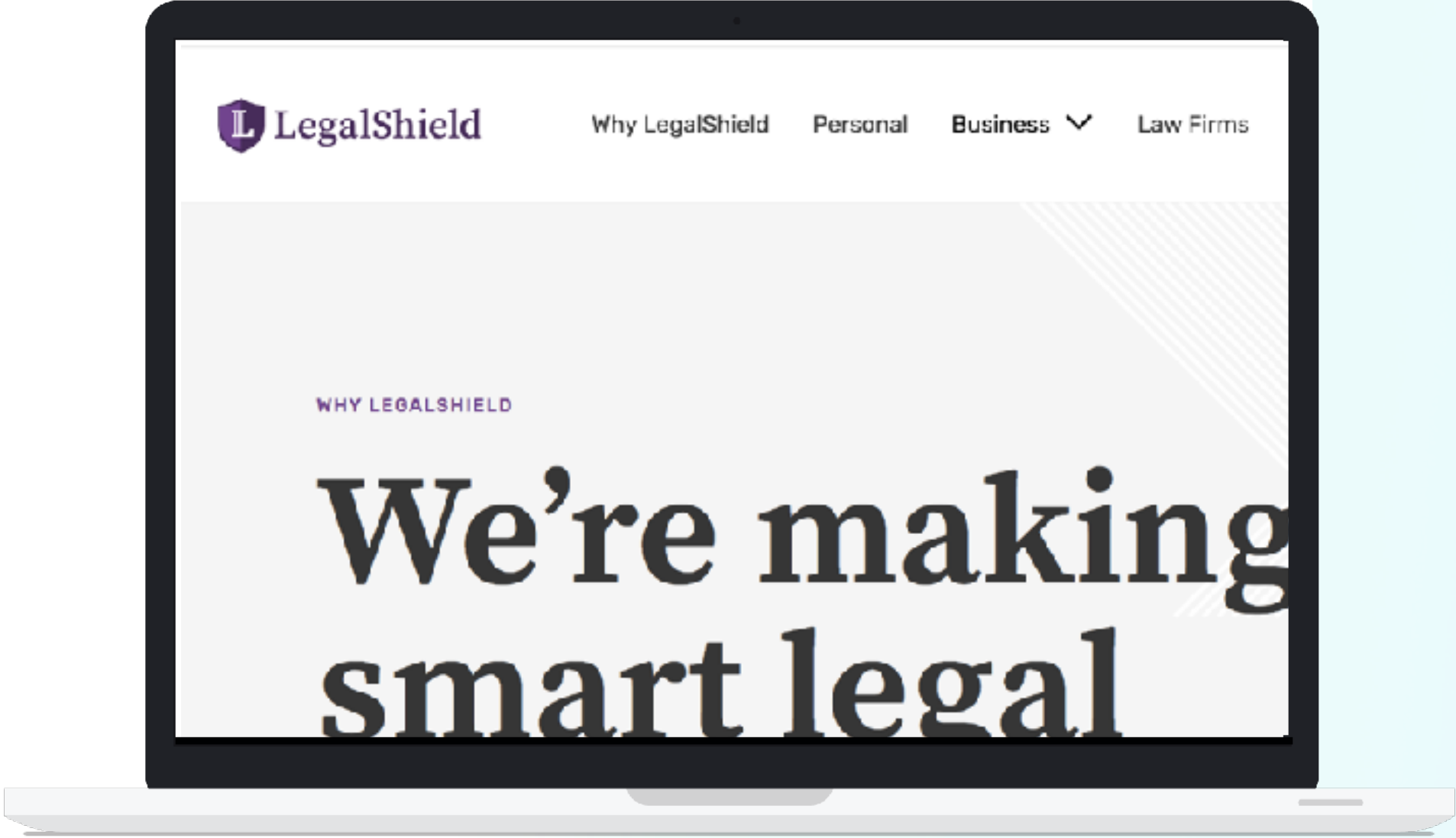
LegalZoom

(accounts for **60%** of gross revenue)



LegalShield

(last publicly traded value was at **\$600 million**)





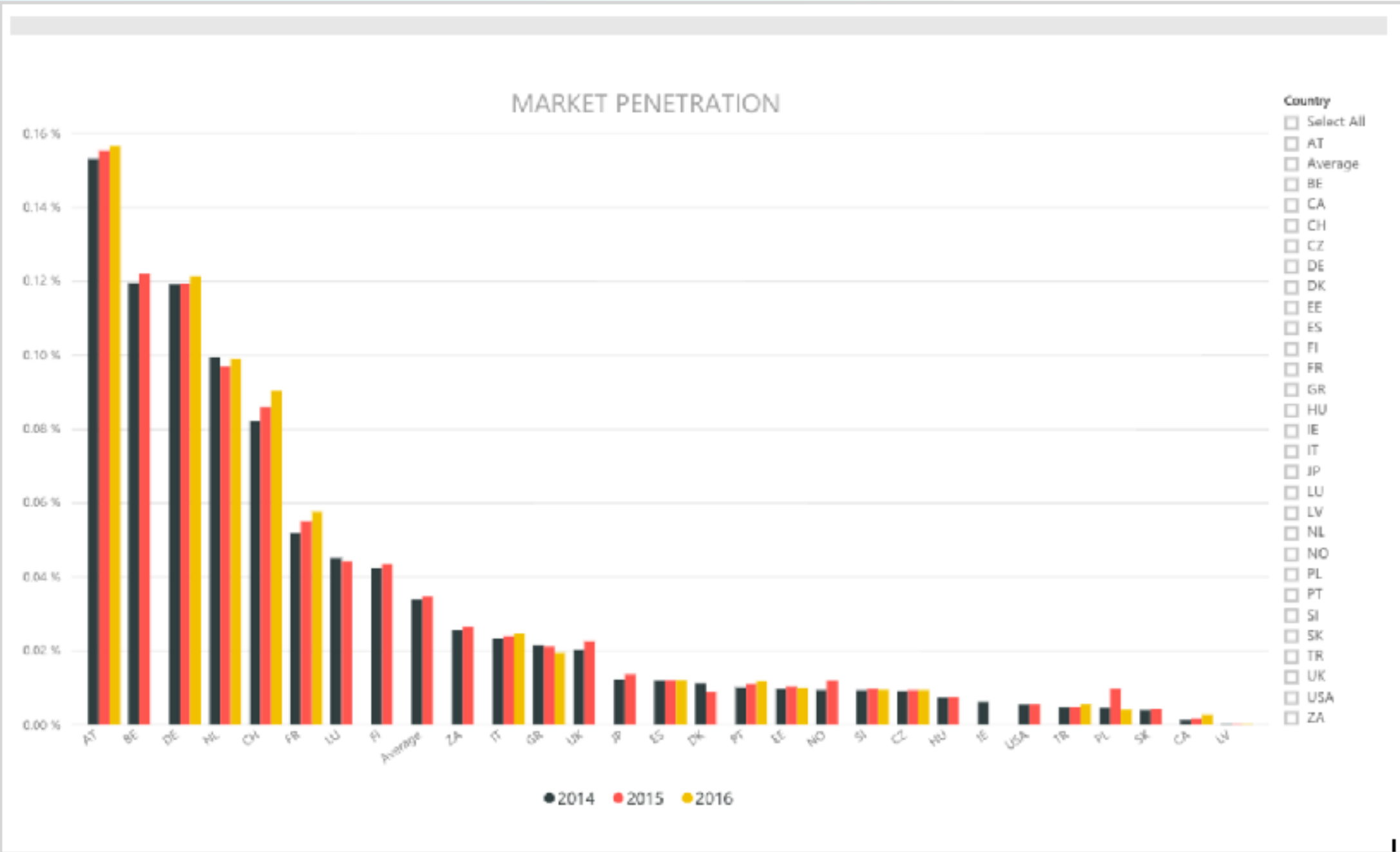
\$9 BILLION

It is estimated that about \$9 billion (Euros) were spent on **legal insurance premiums** throughout various European countries*

*Data provided by RIAD, the association of legal protection insurers and service providers.

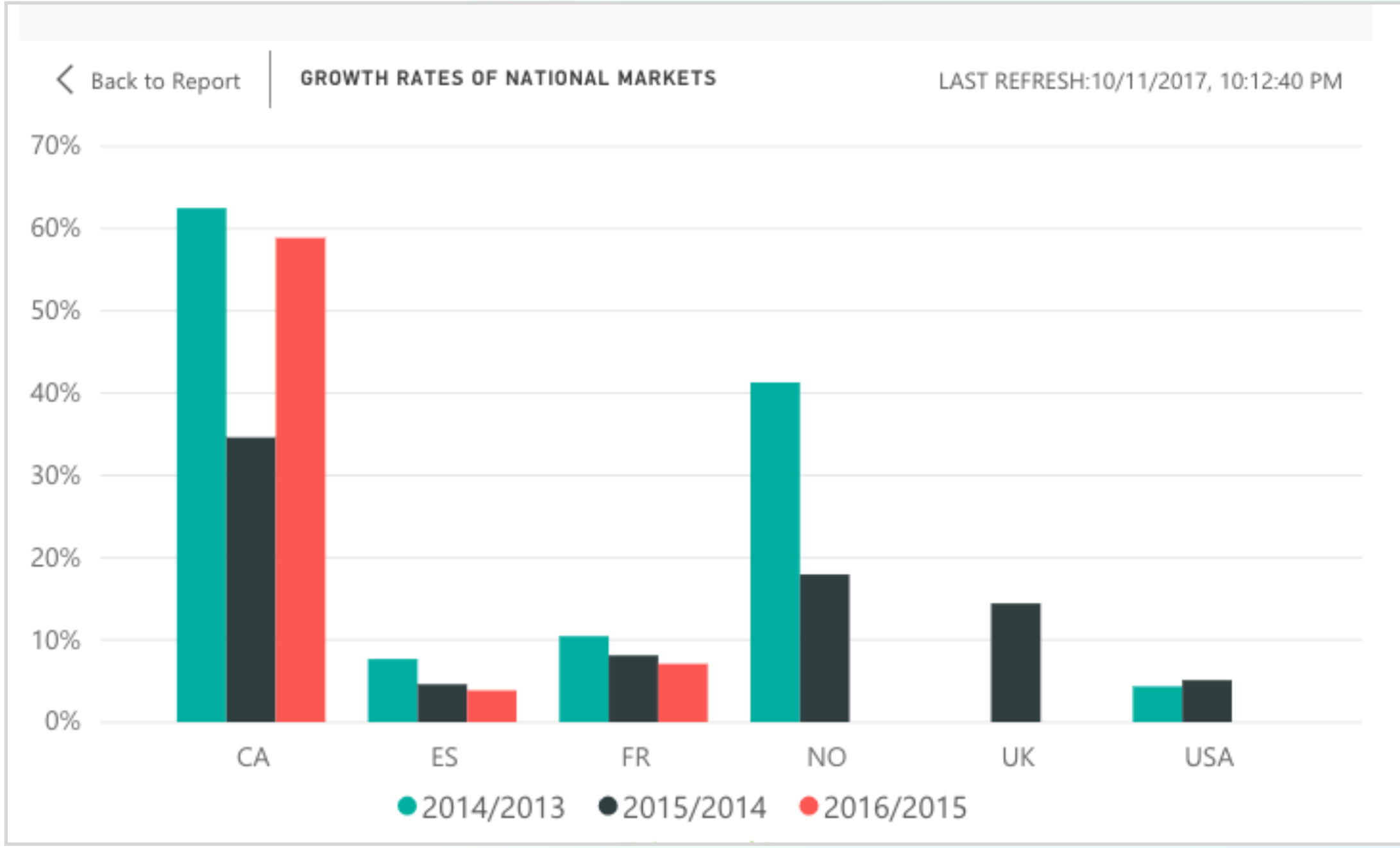
MARKET PENETRATION

in **EU** countries



GROWTH RATES

of **legal plans** in various countries



MARKET SIZE

92 Billion

is the **estimated size** of the addressable legal market

150 Million

Americans **do not** have **\$500** in savings in case of emergencies

1 U.S. lawyer

for every **330** people

HOW DO YOU COMPETE?

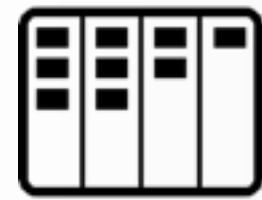
**This is what
everyone else
is doing.**



**This is what
you will do.**



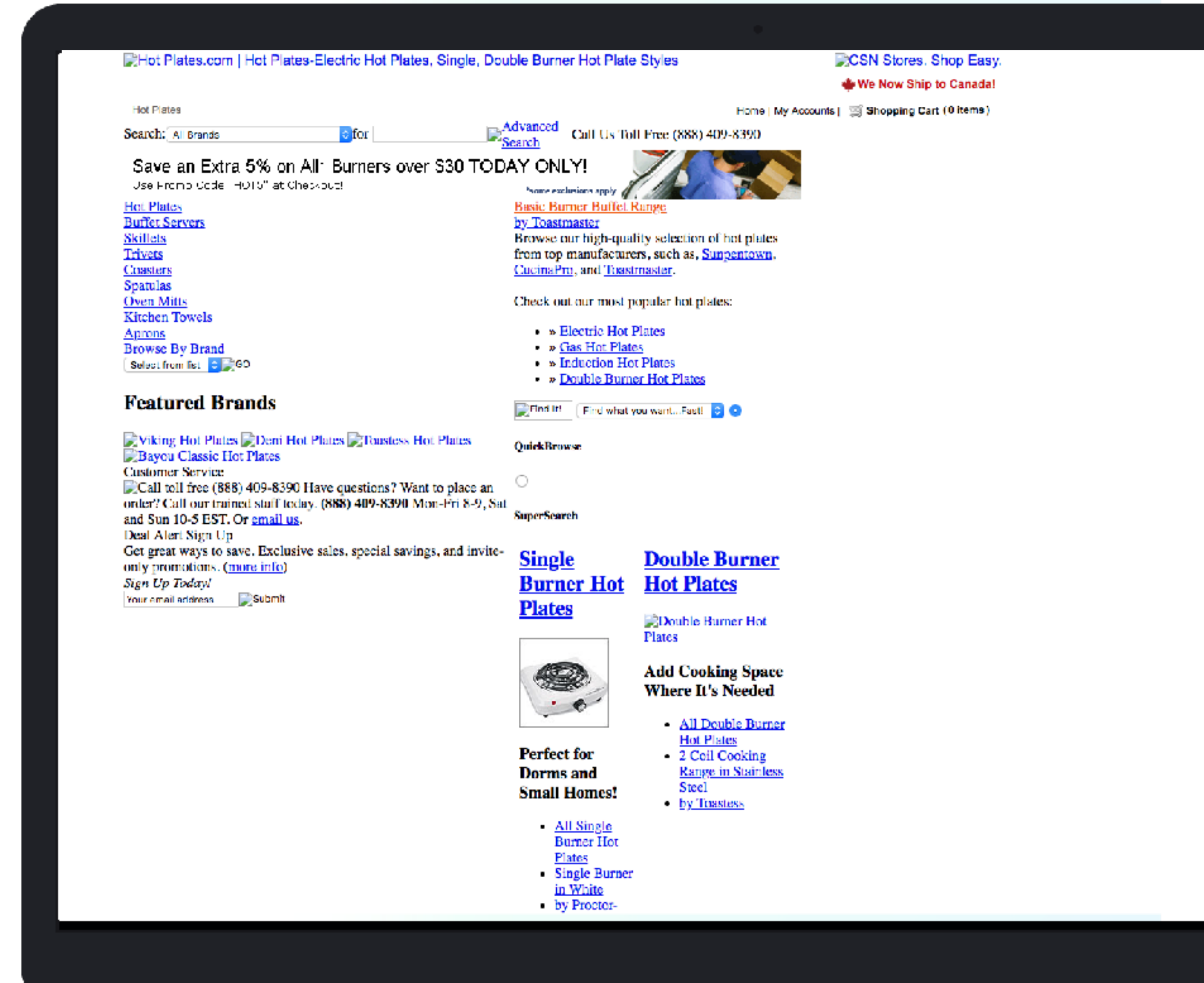
FINDING A NICHE



WAYFAIR, Inc.

4.7 Billion in 2017

- hotplates.com
- allbarstools.com
- mydinnerplate.com
- everygrandfatherclock.com



CREATE A PERSONA

- Who do you serve today?
- Who do you want to serve?
 - List of problems
 - Demographic information
 - Psychographic information
 - Watering holes
 - List of channels



CREATE A PERSONA

- Document it
- Keep it simple

Meet Unicorn Eunice

1

BACKGROUND

Eunice is an avid horse rider and rancher who rents out stables to unicorn owners. She has a good customer base but she has recently several new stables and is starting to encounter several legal issues that she needs help with

DEMOGRAPHICS

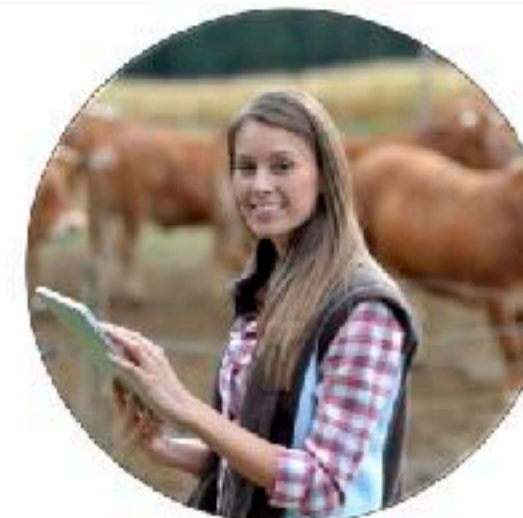
35-54, Some college education. Upper-Middle income family. Frequenters blogs, forums, feed stores.

GEOGRAPHICS

Local to Riverside and Orange County. Local to East Washington; Issaquah, Seattle, Kirkland, King's County.

PSYCHOGRAPHICS

Not always comfortable with difficult business matters. Doesn't want to get take advantage of by her wealthy customers.



“While I am very capable rancher, for some business matters I really would like to be able to speak with an experienced attorney to help me deal with issues that pop up frequently.”

CREATE A PERSONA

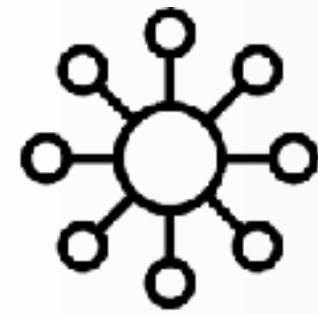
- List out all of the problems
- Be as comprehensive as possible



Unicorn Owner Problems

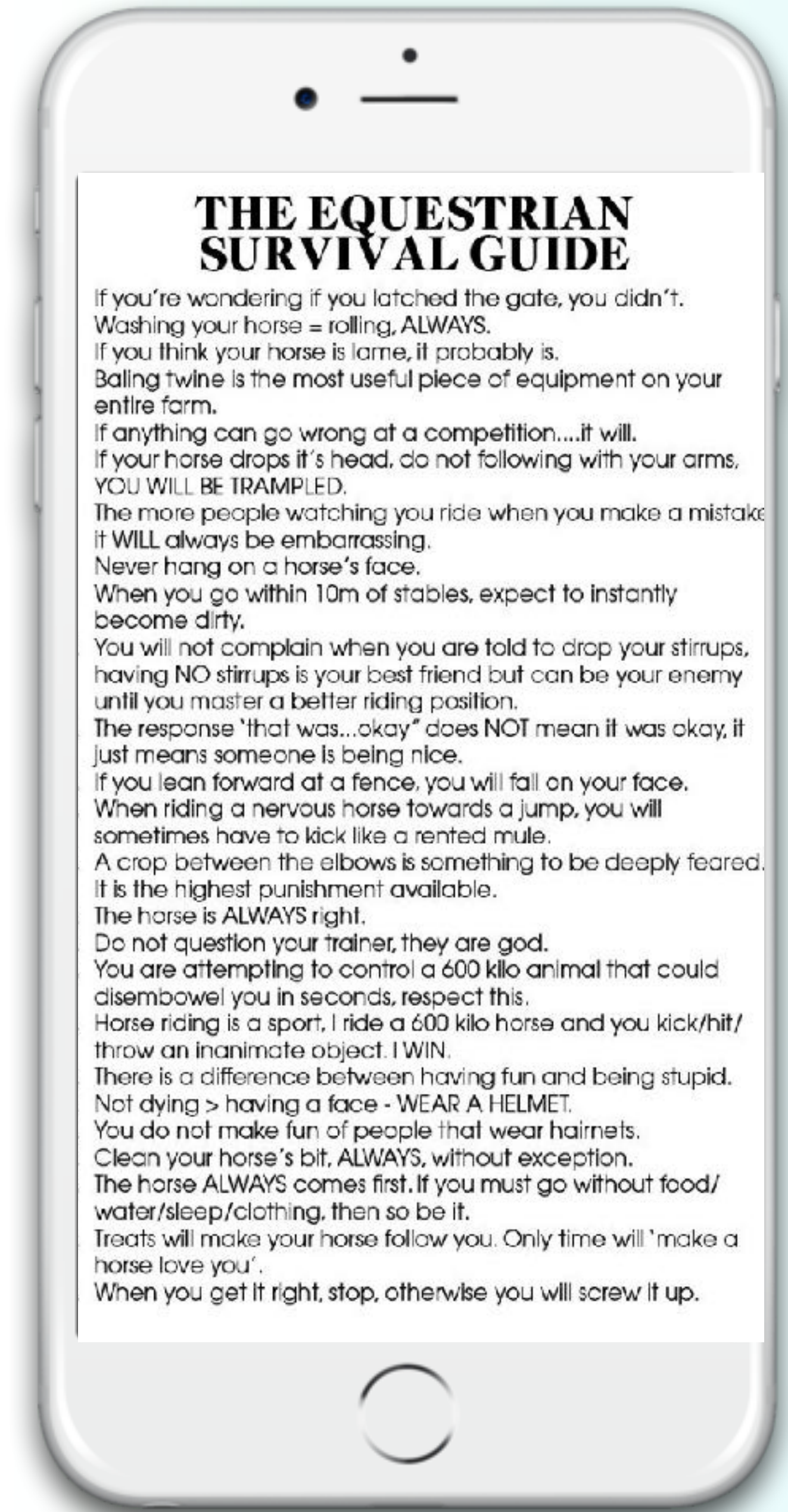
1. Finding gluten free food
2. Lions
3. Unicorn thieves
4. Stall evictions

LEGAL PLAN DEVELOPMENT



REMEMBER THAT LIST OF PROBLEMS?

- Narrow your list to ones that you feel can be addressed in a 30 minute phone call or a simple document review.

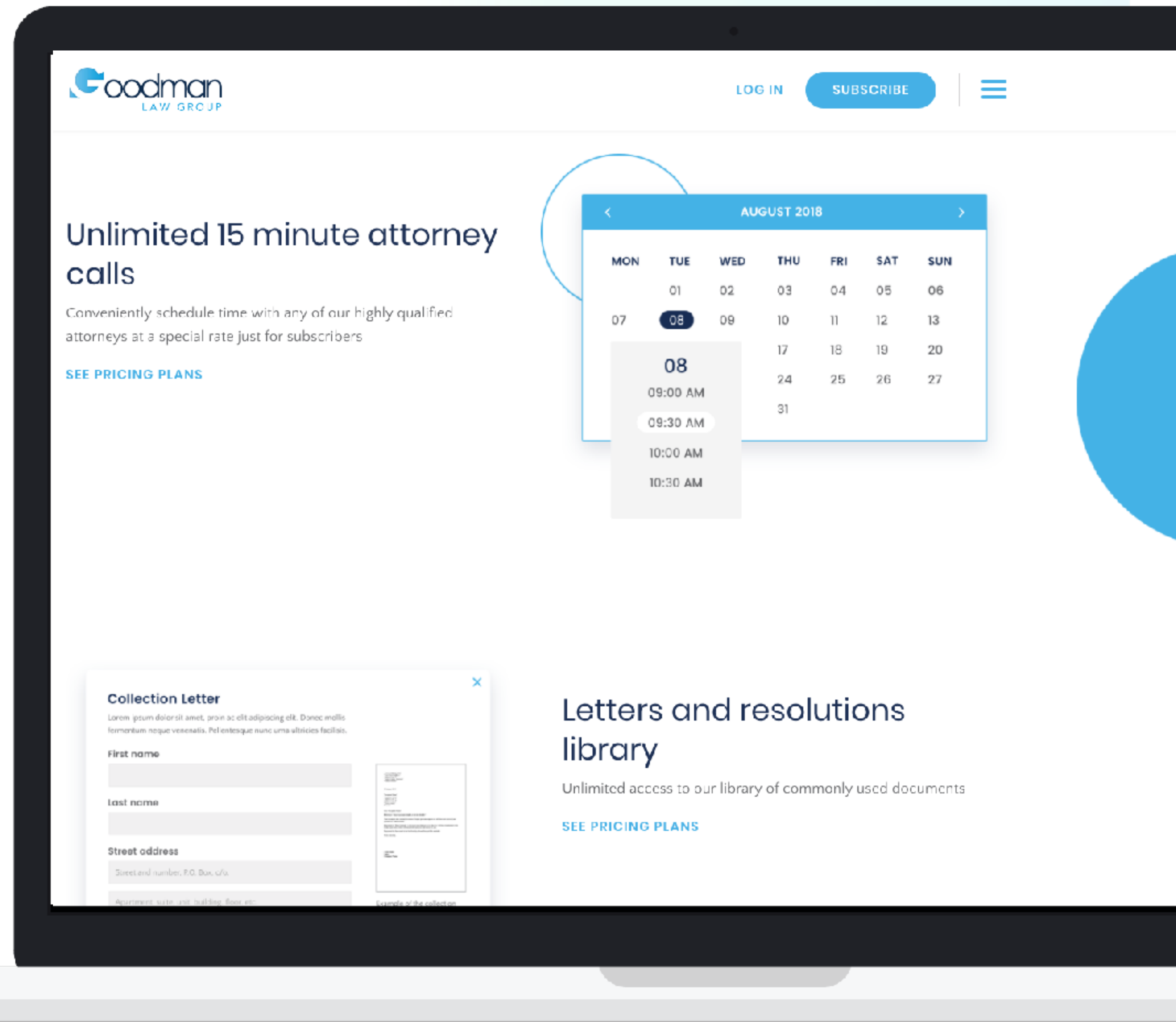


THE EQUESTRIAN SURVIVAL GUIDE

If you're wondering if you latched the gate, you didn't.
Washing your horse = rolling, ALWAYS.
If you think your horse is lame, it probably is.
Baling twine is the most useful piece of equipment on your entire farm.
If anything can go wrong at a competition....it will.
If your horse drops it's head, do not follow with your arms, YOU WILL BE TRAMPLED.
The more people watching you ride when you make a mistake it WILL always be embarrassing.
Never hang on a horse's face.
When you go within 10m of stables, expect to instantly become dirty.
You will not complain when you are told to drop your stirrups, having NO stirrups is your best friend but can be your enemy until you master a better riding position.
The response 'that was...okay' does NOT mean it was okay, it just means someone is being nice.
If you lean forward at a fence, you will fall on your face.
When riding a nervous horse towards a jump, you will sometimes have to kick like a rented mule.
A crop between the elbows is something to be deeply feared. It is the highest punishment available.
The horse is ALWAYS right.
Do not question your trainer, they are god.
You are attempting to control a 600 kilo animal that could disembowel you in seconds, respect this.
Horse riding is a sport, I ride a 600 kilo horse and you kick/hit/throw an inanimate object. I WIN.
There is a difference between having fun and being stupid.
Not dying > having a face - WEAR A HELMET.
You do not make fun of people that wear hairnets.
Clean your horse's bit, ALWAYS, without exception.
The horse ALWAYS comes first. If you must go without food/water/sleep/clothing, then so be it.
Treats will make your horse follow you. Only time will 'make a horse love you'.
When you get it right, stop, otherwise you will screw it up.

ITERATE!

- Don't overthink all of the scenarios
- Your customers will let you know what they enjoy and don't
- Your sales experiences will tell you if you need to add more value



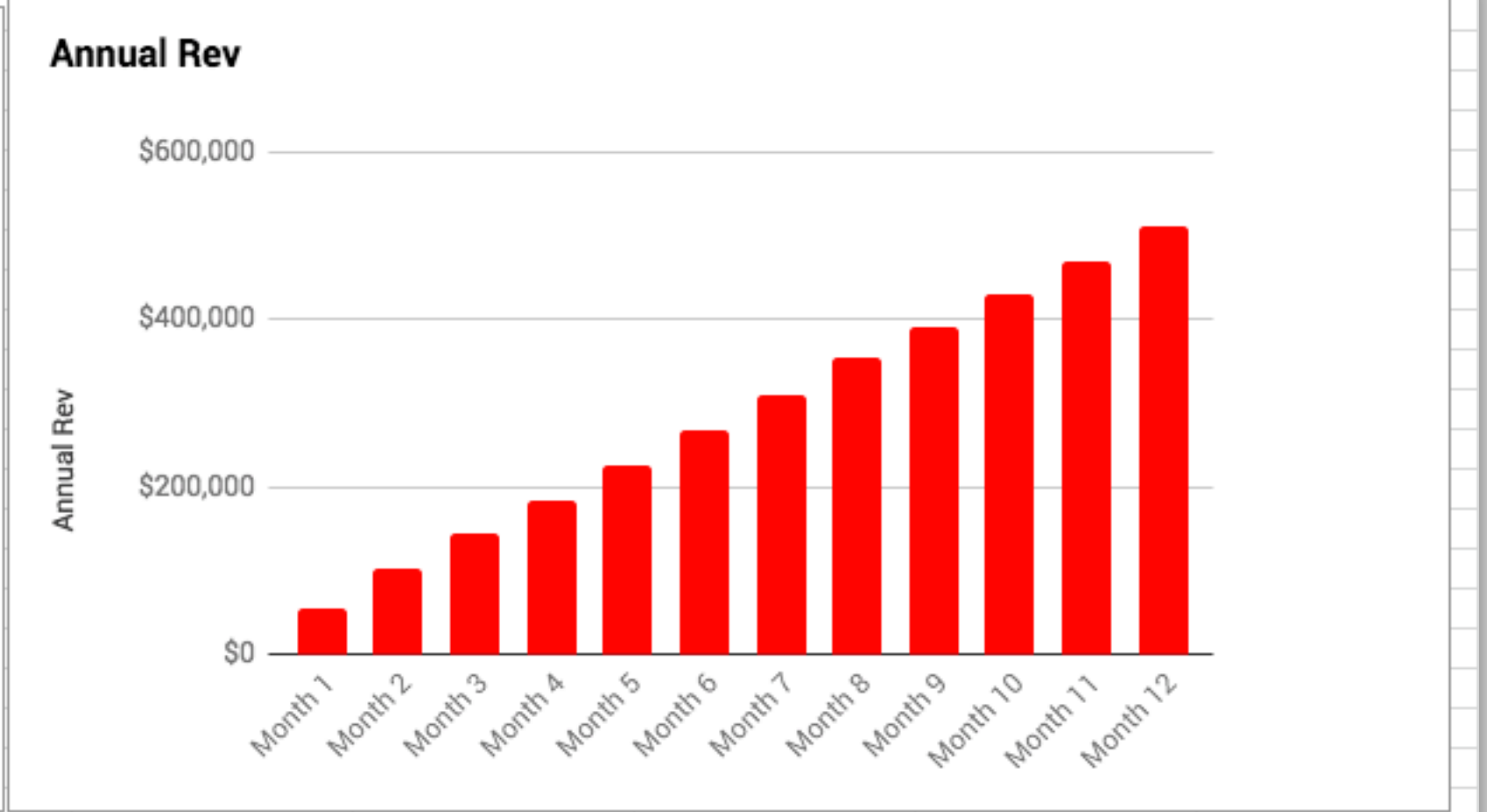
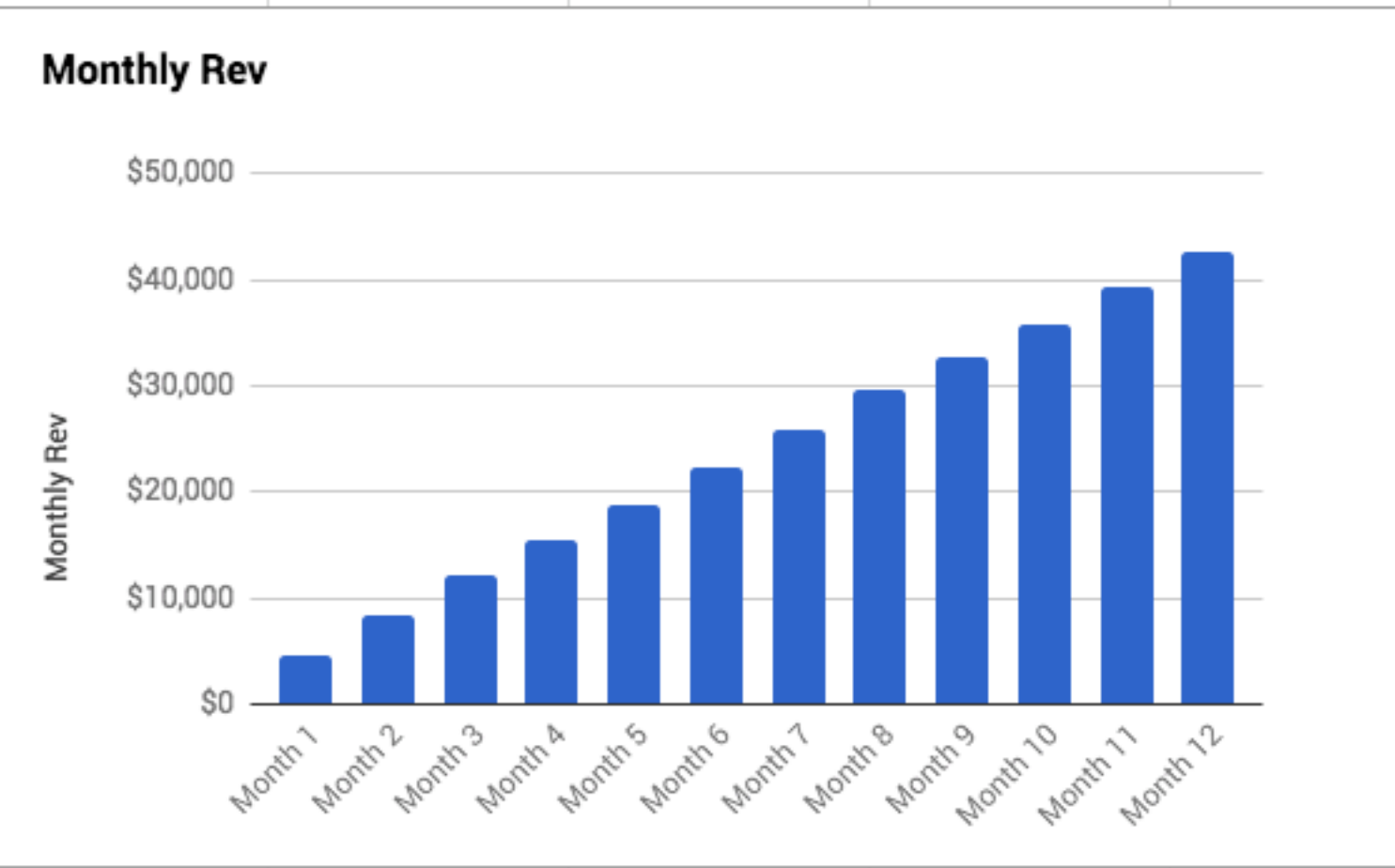
PRICING

\$15 - \$49+

1. Expected retention rates can be changed on milestone months below
2. Change monthly expected subscribers
3. Change growth rate from 0 to 100
4. Change pricing

	Month 1	Month 2	Month 3	Month 4	Month 9
Retention Rates:	90.00%	85.00%	75.00%	65.00%	50.00%
Expected Subs:	100				
Growth Rate:	3%	(month over month)			
Plan Price:	\$49.95				

	Month 1	Month 2	Month 2	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Jan	90	77	68	59	59	59	59	59	59	45	45	45
Feb		93	79	70	60	60	60	60	60	60	46	46
Mar			95	81	72	62	62	62	62	62	62	48
Apr				98	84	74	64	64	64	64	64	49
May					101	86	76	66	66	66	66	66
Jun						104	89	78	68	68	68	68
Jul							107	91	81	70	70	70
Aug								111	94	83	72	72
Sep									114	97	86	74
Oct										117	100	88
Nov											121	103
Dec												125
Subscriber Totals:	90	169	242	308	375	445	517	591	654	718	785	853
Monthly Revenue	\$4,496	\$8,452	\$12,077	\$15,361	\$18,744	\$22,228	\$25,817	\$29,514	\$32,647	\$35,874	\$39,198	\$42,622
Annual Revenue	\$53,946	\$101,418	\$144,921	\$184,333	\$224,928	\$266,741	\$309,808	\$354,167	\$391,765	\$430,491	\$470,379	\$511,463

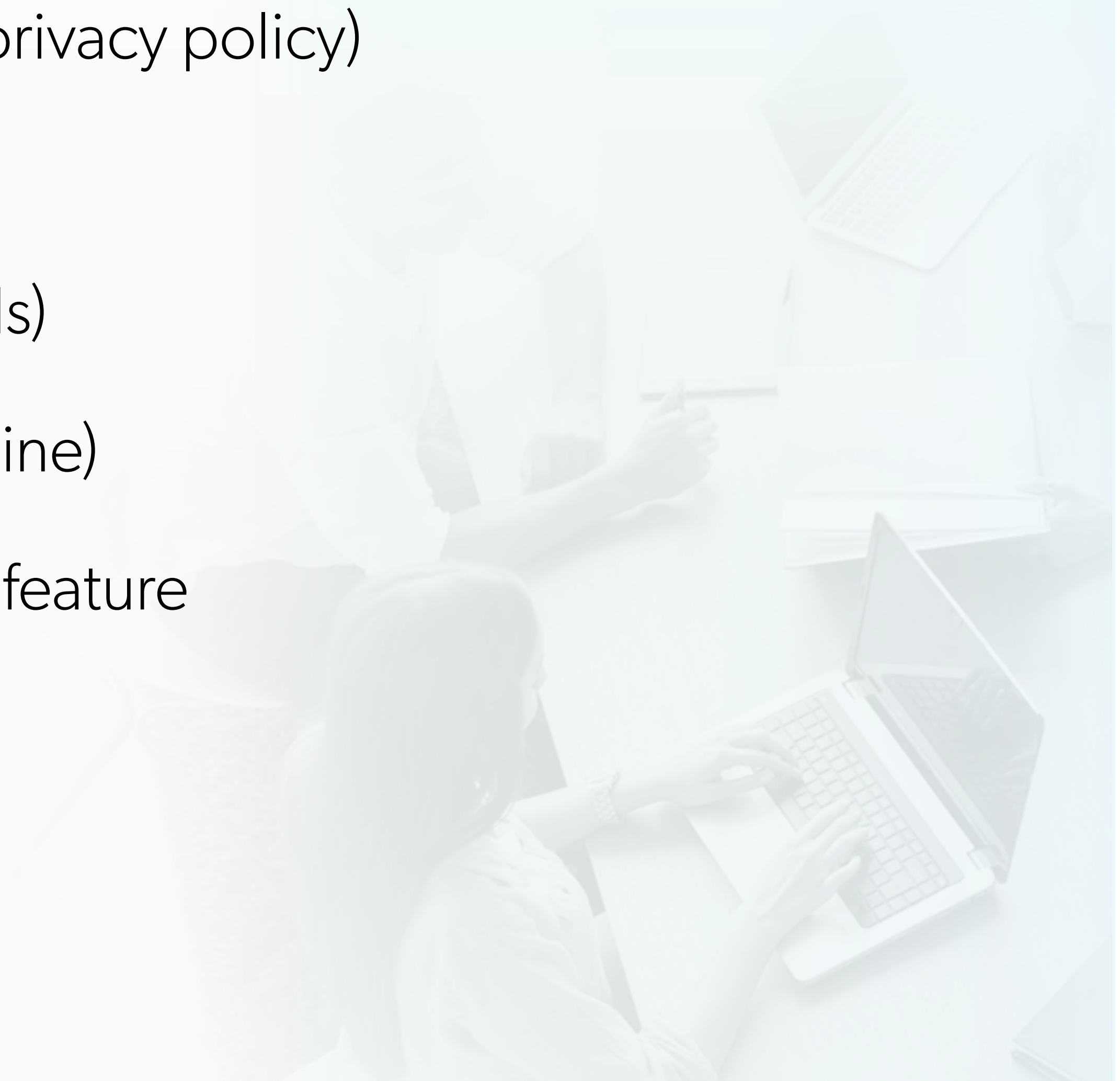


LEGAL PLAN TOOLBOX



THINGS YOU'LL NEED

- Website (including terms of service and privacy policy)
- Contract / Retainer Agreement
- Sales collateral (brochures, business cards)
- Ability to take credit cards (preferably online)
- Payment processor with recurring billing feature
- Online calendaring tool
- Dedicated phone number
- CRM or customer portal



CONTRACT CONSIDERATIONS

- Comply with state rules
- Clearly define scope of work
- Be clear about access plan v. insurance plan
- Be clear about the attorney client relationship
 - Privilege
 - Conflicts
 - Withdrawal from representation

CONTRACT FOR LIFE

THIS AGREEMENT IS A LEGALLY BINDING CONTRACT made on this _____ day of _____ in the year 20____ by and between the undersigned individual, hereinafter referred to as the "TEENAGER;" and the other Individual(s) hereinafter referred to as the PARENT(S);

WHEREAS, the TEENAGER is a normal, healthy teen who unfortunately, will from time to time, do things he or she should not be doing, such as drinking alcohol with other teenagers; and

WHEREAS, the PARENT(S) do not accept this type of behavior and strongly forbid the TEENAGER from engaging in underage drinking and/or the use of illegal drugs; and

WHEREAS, this Agreement shall not be construed to constitute acceptance or permission for the TEENAGER to engage in such behavior; nor shall it be construed to give express or implied permission by the PARENT(S) to engage in such activity; and

WHEREAS, the PARENT(S) love and cherish their child and desire to see no harm come to them, no matter what the circumstances;

WITNESSETH:

NOW THEREFORE, in consideration of the love between the PARENT(S) and the TEENAGER, it is agreed as follows:

1. In the event that the TEENAGER drinks alcohol it is agreed that the TEENAGER will not operate a motor vehicle and will not to get a ride from anyone who has consumed alcohol; and hereby further promises to call his or her PARENT(S) for a "No Questions Asked" free ride for the TEENAGER and his or her friends.

2. The PARENT(S) agree to pick up the TEENAGER and their FRIENDS without any "hassle" and shall not ask any questions of them or of their friends regarding their behavior that evening.

3. PARENT(S) agree not to punish or hassle the TEENAGER or their friends for drinking; but rather recognize their good judgment for conducting themselves responsibly by calling PARENT(S) for a safe ride home.

4. TEENAGER agrees to wear his or her seat belt while in a car and shall require all passengers within his or her car to wear a seatbelt.

In Witness Whereof the parties hereto have affixed their signatures below:

TEENAGER

PARENT(S)

Prepared by:
Steven Benvenuti, Esq.
Davis, Saperstein & Salomon, P.C.
www.dsllaw.com
1-800-529-2000

© 2007 Contract for Life: Copyright restrictions on use by Parents and Teens are hereby waived

CREDIT CARDS

- Recurring billing is a must
- Notify customers of upcoming charges
- Allow customers to update online

LAWPAY[®]
CREDIT CARD PROCESSING

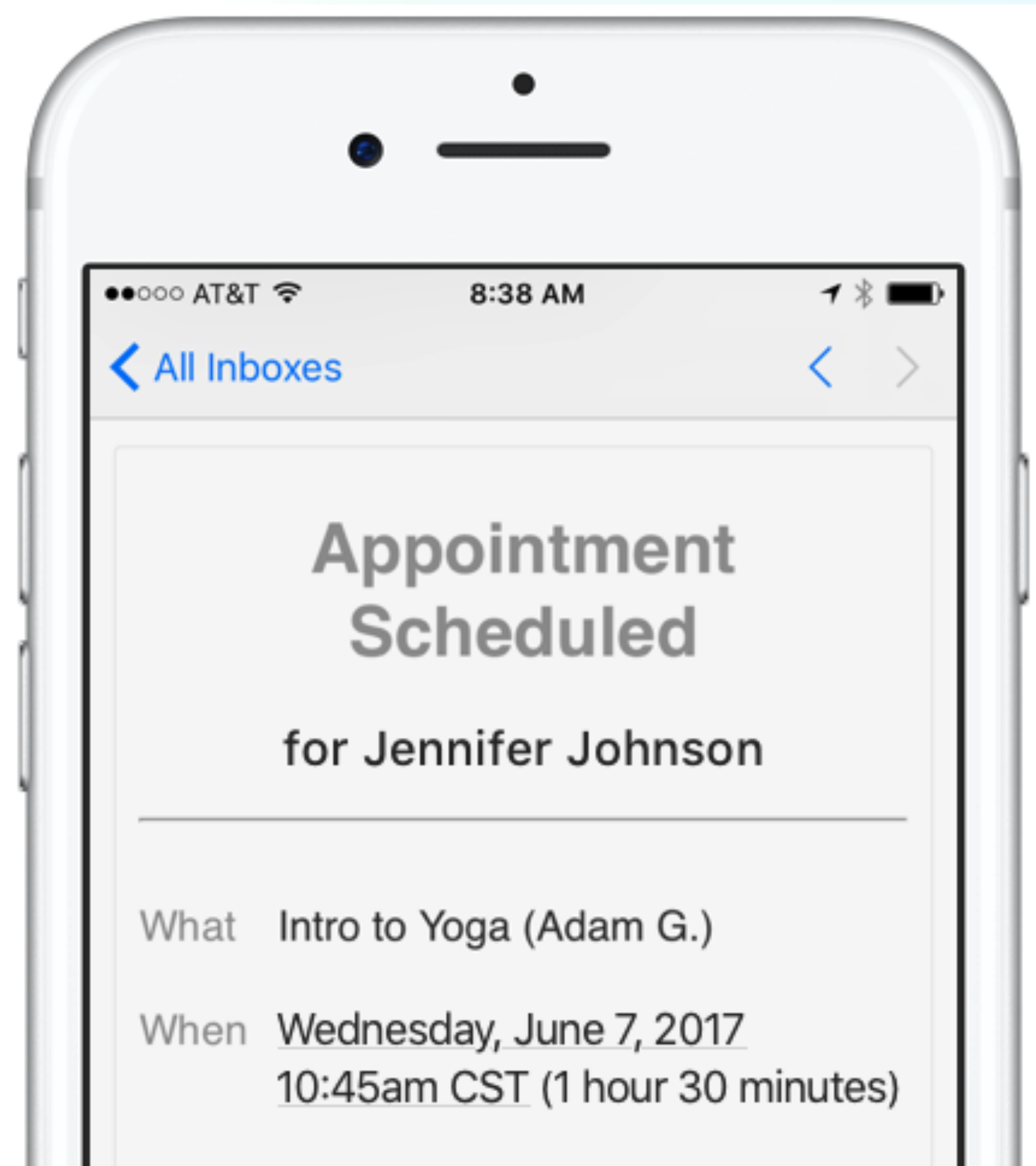
stripe

Recurly

ONLINE SCHEDULING

Why?

- Automates a recurring task
- Available 24/7
- Your assistant will thank you for it
- Allows you to still run your practice while you build this business



CRM / CUSTOMER PORTAL

Why?

- Helps you track your customers
- Allows you to email en mass
- Pass updates to customers
- You can take notes
- **You can avoid conflict!**



WATERING HOLE

- Trade organizations
- Social events
- Meetups
- Blogs
- Forums
- Social media groups
- Twitter followers
- Other vendors



MARKETING YOUR PLAN

Tactics

- Search engine optimization
- Paid online advertising (PPC)
- Content marketing
- Email marketing

Tips

- Offer incentives (free trial)
- Reduce risk (cancel anytime)
- Integrate your product in another service

*** Remember Attorney Advertising Rules May Apply!**

CASE STUDIES



Debt Cleanse

The screenshot displays the DebtCleanse.com website. At the top left is the logo "DebtCleanse.com" with a circular icon. To the right are "Login" and "Sign Up!" buttons. A blue navigation bar contains links for "Home", "Who We Are", "What We Believe", "How It Works", "FAQ", "Our Blog", and "Contact Us". The main banner features a collage of photos showing people looking stressed or overwhelmed with documents. The text reads: "Frustrated, embarrassed and paralyzed **by debt?**" and "Free yourself from debt **without filing bankruptcy**". A sign-up form titled "Start Cleansing Your Debts" includes fields for "First Name", "Last Name", and "Email Address", a checkbox for "I agree to DebtCleanse Terms of Service", and a "JOIN FOR FREE" button. A testimonial at the bottom says "Start Working On Becoming Debt-Free Today!".

DebtCleanse.com

Login Sign Up!

Home Who We Are What We Believe How It Works FAQ Our Blog Contact Us

Frustrated, embarrassed and paralyzed **by debt?**

Free yourself from debt **without filing bankruptcy**

Start Cleansing Your Debts

First Name Last Name

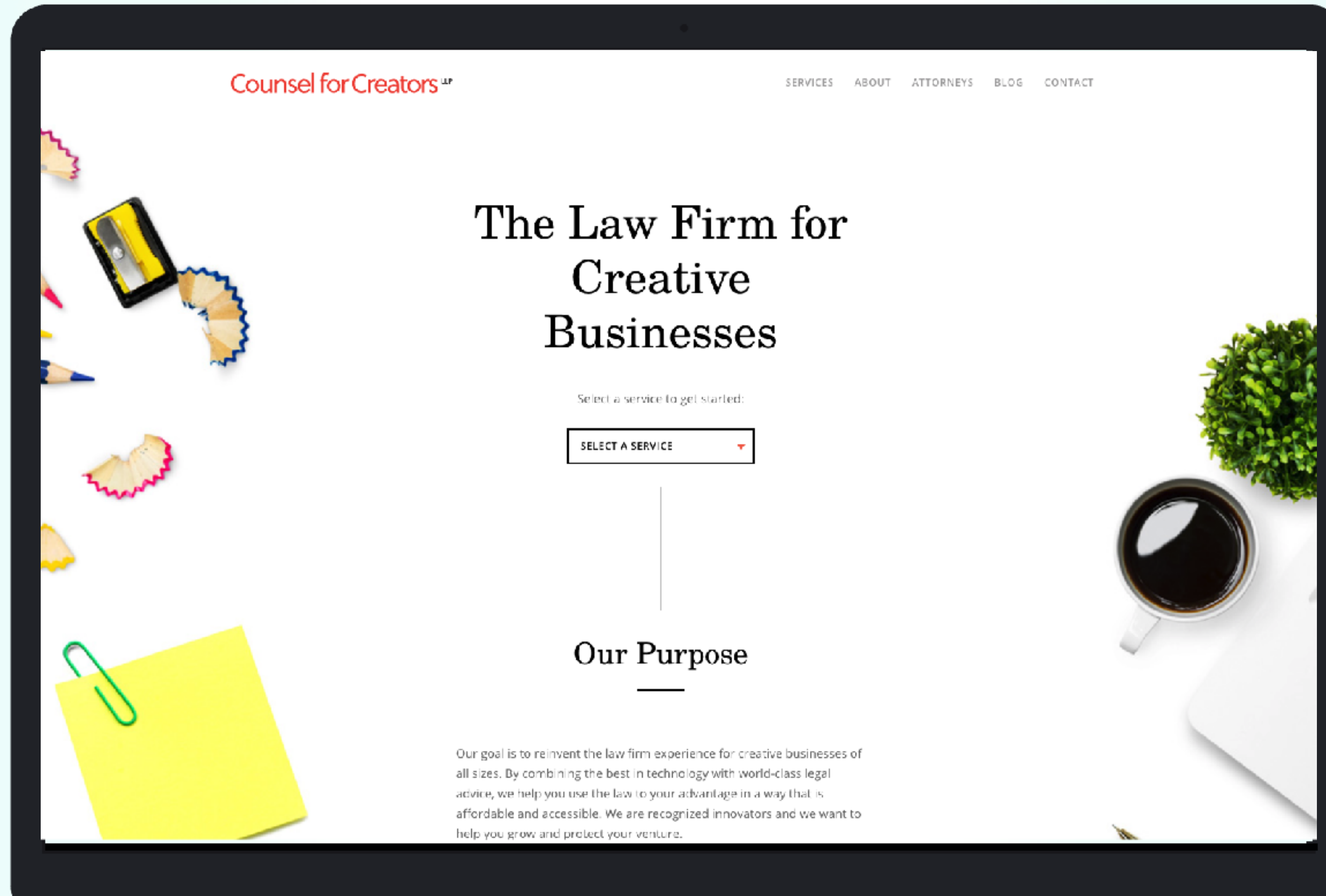
Email Address

I agree to DebtCleanse Terms of Service

JOIN FOR FREE

“ Start Working On Becoming Debt-Free Today!

Counsel for Creators



Goodman Law Group



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Arizona HOA Laws: Your HOA Resource

Our firm does one thing and does it well: Arizona HOA law. Get your HOA legal issues resolved, starting at \$49/mo.

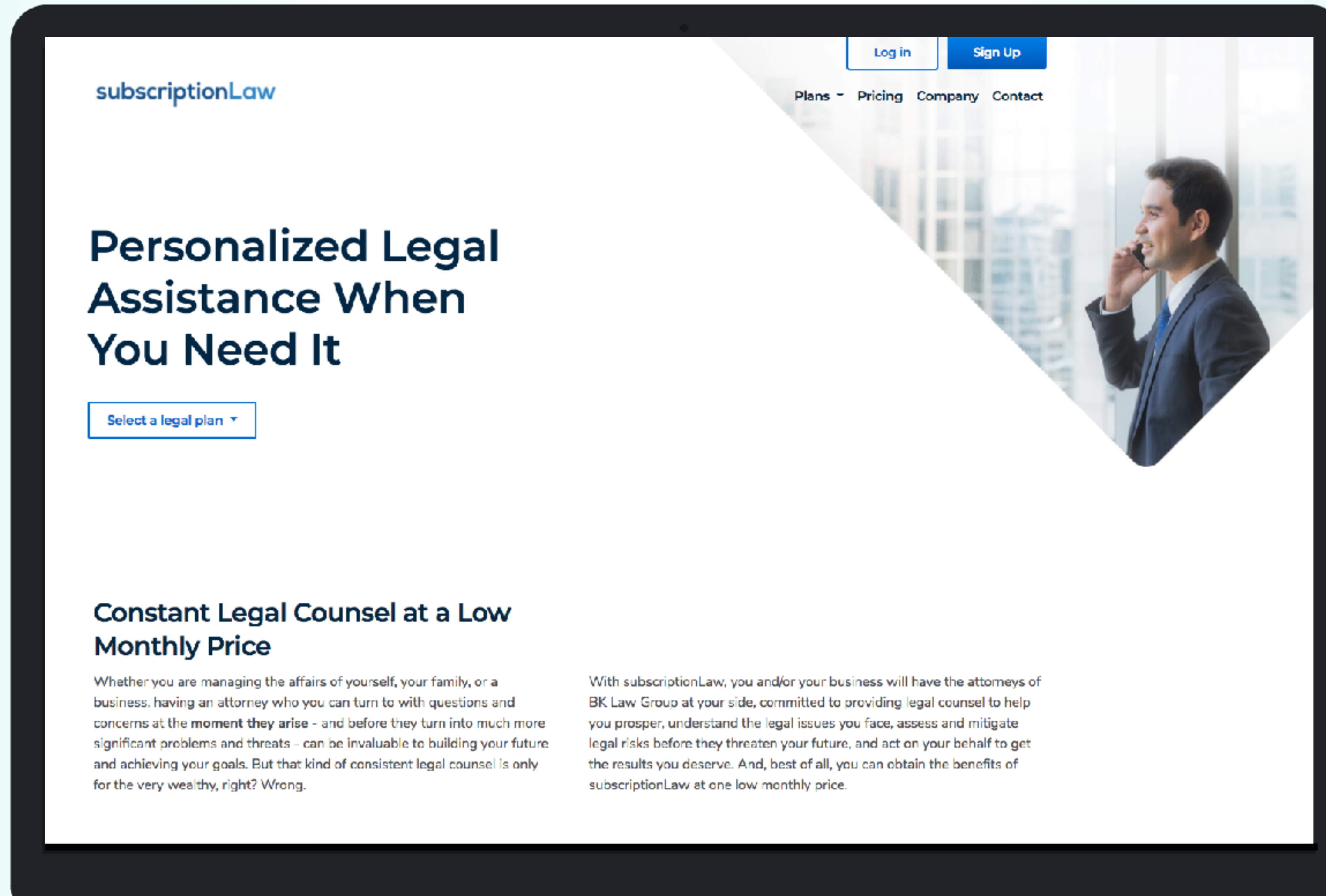
SIGN UP →

HOA Lawyers Phoenix, Mesa, Prescott, Glendale & Denver

Because we focus on one kind of client – HOAs – we have the skills and experience to represent your HOA in reaching efficient and positive outcomes to all your legal challenges.

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Constant Legal Counsel at a Low Monthly Price

Whether you are managing the affairs of yourself, your family, or a business, having an attorney who you can turn to with questions and concerns at the **moment they arise** - and before they turn into much more significant problems and threats - can be invaluable to building your future and achieving your goals. But that kind of consistent legal counsel is **only** for the very wealthy, right? Wrong.

With subscriptionLaw, you and/or your business will have the attorneys of BK Law Group at your side, committed to providing legal counsel to help you prosper, understand the legal issues you face, assess and mitigate legal risks before they threaten your future, and act on your behalf to get the results you deserve. And, best of all, you can obtain the benefits of subscriptionLaw at one low monthly price.

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Questions?