

Date

Name

Address1

Address2

City, State, Zip

Dear Sarah,

So you're facing criminal charges. Perhaps you're angry because you were mistreated or wrongfully accused. Or maybe you're afraid because you just plain "messed up."

It happens.

And wish as we might, we can't change the past. But the actions you take today can greatly impact your future. That's why I'm writing.

My name is Joe Attorney. I'm a criminal defense attorney in <county name> county; it is from the court records there that I learned of your case. If you haven't already, you're going to get lots of mail from lots of attorneys who, despite good intentions, will try to get you to hire them by playing off the one overwhelming emotion you're likely feeling right now-- fear. Your fear of going to jail. Your fear of what a conviction might mean to your future. Your fear of what others will think when they find out.

**Do not let fear, especially fear of the unknown,  
drive the decisions you make at this critical time**

Fear has led people facing the same charges as you to hire scare-tactic attorneys. Fear has led others to jump at the prosecutor's first offer without considering the strength--or weakness--of the state's case.

Instead, overcome your fear with knowledge: learn about the criminal justice process. Find out what's going to happen at the various upcoming court dates. See how a competent attorney with a reputation for fighting for his clients can help you get through this, every step of the way.

**5 eye-opening facts you probably don't know about  
the criminal justice system and your upcoming court date**

To relieve some of your fear right here and now, I'm going to share with you several points I think will help you make better decisions. The list is by no means complete--but in this case, I believe even a little knowledge is better than no knowledge at all.

- 1. Right now, before your plea date, the charges against you are still open.** That's right. The prosecutor will not file formal charges until your plea or arraignment date. What this means is that RIGHT NOW - before that court date - the prosecutor is still open as to what gets charged. A competent defense attorney on your side may be able to, in many cases, influence what gets charged.
- 2. There is no downside to pleading "not guilty" for now.** Usually the state says something like, "If you plead guilty today, x will happen." People tend to jump at that very first offer in fear that the state will take it away and things will only get worse. Or they fear the judge will be mad, or that they'll lose the ability to plead guilty later so they may as well do so now. But that's not true. There is nothing wrong with

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seeing what kind of case the state has against you, talking to the prosecutor, working the case, and then making an informed decision instead of jumping into a plea agreement right now.

3. **If you hire an attorney early enough, you may not have to appear in court at all.** Does this surprise you? It is true: in the case of a misdemeanor, it is entirely possible that you may never set foot inside the courtroom. If you're charged with a felony, the best we can do is to try to reduce the number of times you must appear to one.
4. **Not every attorney can get the same deal from a prosecutor.** I prepare every case as if it will go to trial. Why do I do this when most cases don't go to trial? I do it because prosecutors know which attorneys just want to "plead out" every case quickly and which are thorough and aggressive in defending their clients. Which attorney do you think is more likely to get the good deals?
5. **Public defenders are as overworked as you see on TV shows.** Don't get me wrong, public defenders (PDs) are great if you have no other options--I used to be one myself. But I know from experience that a PD will not be able to do as thorough a job as someone like me, a private attorney specializing in criminal defense, strictly because of their staggering caseloads. PDs literally have hundreds of cases at once, so clients get very little one-on-one time. Return phone calls are hard to come by. Important dates and details can be missed. In a matter as serious as this, you don't want your case to be one that falls through the cracks.

**Get a free consultation. Discuss your case.**

**Discover your options. No pressure. No scare tactics.**

Listen, I'm sending you this letter because I'm good at what I do--and because I care that you're treated fairly and accorded all of your legal rights. I'm an attorney who will fight for you. I'll return your calls. I'll work your case, not pass it along to some junior assistant. If you're not confident in my abilities yet, then please visit my Web site at [www.yoursitenamehere.com](http://www.yoursitenamehere.com). There, you can learn more about me, see some of the case results I've achieved for others in your shoes, and even gain more knowledge about the criminal process you find yourself in right now.

Please call my Office Manager Name today at (888) 888-8888 to schedule a free office or phone consultation. I'll answer your questions. I'll give you honest advice. I'll empower you to make decisions. And I promise, at the very least, you'll come away from our discussion feeling stronger and more confident, and with some semblance of peace-of-mind.

Sincerely,

Joe Attorney

P.S. Fear can drive you to make poor decisions, but only if you let it. Get knowledge and empower yourself. And remember...if you hire an attorney before your plea date, it's possible to try to influence what gets charged and possibly arrange for you not to have to appear in court at all.