



**Foolkit**<sup>TM</sup>  
The Free Legal Toolkit

**We've got a lot of  
lawyers you might  
like to advertise to.**

Foolkit is the free online legal  
toolkit for lawyers and their staff.  
Advertise on Foolkit and be seen  
as they do their work.



**[www.foolkit.com.au](http://www.foolkit.com.au)**



## What is special about Foolkit?

[www.foolkit.com.au](http://www.foolkit.com.au)

Foolkit is a new concept in legal websites. It is a free toolkit that makes daily legal practice easier and more efficient for lawyers and their staff.



We collected the free online information and tools that they use and put them onto the one website.

Solicitors and barristers don't just look up the law. They have to research the facts behind a dispute or document. They are involved in issues concerning their profession and the running of their legal practice. At an individual level there are issues affecting their welfare and careers. Foolkit addresses all these aspects.

There are many time-saving shortcuts to this information. It is not only "foolproof" but it ends the frustration that even the more experienced users suffer in hunting about for things that should be at their fingertips.

### **Foolkit is available everywhere**

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Foolkit is free. There is no sign-on or log-in. Lawyers can access it from the office, home or Courts any time of the day. It goes everywhere with them.

### **Individual editions of Foolkit**

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The laws and information that lawyers use vary from State to State. For example, if a lawyer in NSW wants information on the Supreme Court, what they want is information on just the NSW Supreme Court.

We have an edition for each State (WA not completed). Lawyers can select their home State, and most of them will rarely leave this. Or, they can visit another State at any time.

You can choose the States where you advertise.

### **Foolkit credibility**

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Foolkit has been written by experienced practising lawyers. Many of whom are specialists in their field in their home State.

It is a substantial site. There are 12,000 links and we continue to scour the internet for new and useful information. We check over 5,000 of those links every business day.



## Your customers come looking for us - what a perfect place to advertise!

Each time they use their toolkit is an advertising opportunity



Isn't that a nice change from other marketing methods? Your customers choose to open that page because it immediately helps them do their work and get on with their business or career.

And they can use that page over and over again. It's there all the time, waiting to help them.

### **Why advertise to lawyers AND their staff?**

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We believe that it is important to target everyone in a legal office. Not just the Practice Manager or Senior Partner. The lawyers and staff wear three hats as consumers. They purchase for the business. They purchase on behalf of their clients, particularly in the area of other expert or professional services. And they purchase for their own private use.

The final purchasing decision in a legal practice may lie with the CEO or partners, but many of the suggestions or requests come from other people. Because they are at the coalface, they can sometimes see the benefit of trying something or somebody new. They can also be the ones to implement the change.

And, if you are targeting private consumers, they are well paid.

### **How does this compare with printed advertising?**

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Lawyers are busy and focused people. If they can put off reading a magazine, newsletter, brochure or other material, then many of them will.

What are the chances then that they receive the magazine, find the time to open it, read your page, spot your advertisement and then take action – all before they get busy again?

Then they close the magazine and the moment is gone

### **Advertise with impact**

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There are many ways to make your advertisement stand out and sell your message.

It might be a colourful static advertisement. Or a slide show that unfolds a series of messages or images. It might even be interactive.

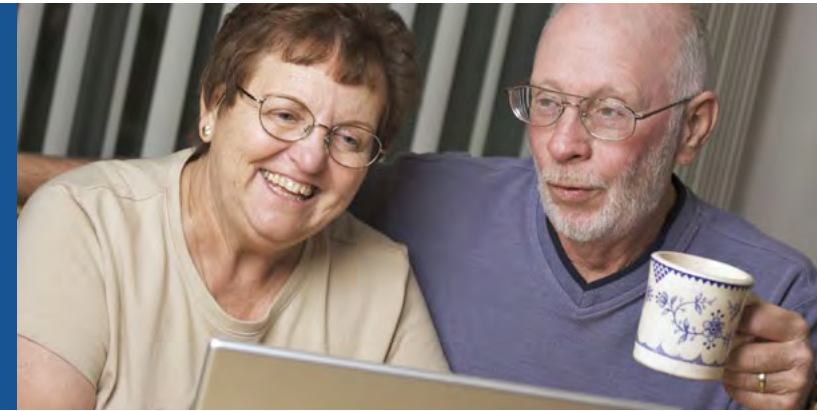
We can help you design your advertisement if you need help with this.



## What about the Public?

Some of the public use the Lawyers' toolkit. Most use the other side of Foolkit that is written in simpler language for people who have no prior experience with the law.

This is available from the same website [www.foolkit.com.au](http://www.foolkit.com.au)



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Typically these are people with an immediate need for solutions to their legal problems or to help a relative or friend.

If you also wish to advertise to that group of users as well, then contact us for further information or refer to the website.

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## Standard advertisement sizes

728 x 90 px

350 x 250 px.

320 x 117px