



**Foolkit**™  
The Free Legal Toolkit

Get a bigger slice  
of the legal market

Advertise on  
Foolkit and be  
seen by people  
who are looking  
for help with their  
legal issues.



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



**Foolkit is the free legal toolkit for the public and the people they ask for advice.**



## A wide range of information

The information for the Public ranges from explaining the basics of the legal system to helpful government publications, from how to work best with your lawyer to legal aid, from courts' information to areas of the law such as Family Law, from industry ombudsmen to investigative tools, and much, much more.

## Quality content

Foolkit is written by experience practising lawyers. We talk to both sides of a problem: the offender and the victim; the employer and the employee; the retailer and the consumer; the husband and the wife.



I'd like to try to prepare my own legal documents.

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Tell me more about lawyers. How do I find one that is right for me?

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What information do you have for somebody in my situation? Who should I see?

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Who can help me? I can't afford a lawyer.

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I would like to view Foolkit in another language and in larger text.

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## Advertise to get a bigger slice of the legal market

Do you know what people do when faced with a legal issue?



According to “A Strategic Framework for Access to Justice in the Federal Civil Justice System” individuals respond like this:

- 16% handle it alone
- 32.8% do nothing (and are worse off), and
- 51.2% seek help

Of the people who sought assistance only 12% saw a “traditional’ legal adviser (most commonly a private solicitor or barrister). Another 7% saw a friend who happens to be a lawyer. 74.4 % of them asked a non-legal advisor such as a doctor, teacher or accountant.

**If only 6.1% of people with a legal issue sought help from a traditional lawyer – why would you limit your advertising to just them?**

Why not target everyone who is looking for information on the law or who may be asked for advice?

### Advertise with impact

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.**

You can change your advertisement at any time. So try different things out. Tie your advertisement to something that is topical. Try focusing on some of the benefits that people can expect when they come to your firm. How will people be better off if they come and see you? What keeps your potential clients awake at night? Make an announcement. Make a branding statement. Offer a free checklist.



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### Contact:

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### Advertise for new work or to protect your current client base

Some Law Firms say they are not the sort of firm that advertises. We disagree, as do some of your competitors. Attitudes are changing. Clients are less loyal these days. People shop around more. All they have to do is log-on to the internet to start looking around to see what is out there. If there is a possibility that your clients or the people who recommend you may be looking at Foolkit, then you should have a presence there.

You choose the tone of your advertisement and what you want to emphasise. Maybe you just want a branding or positioning statement. Or you can use it to invite inquiries in particular areas of work. Or you can shout your name from the rooftops.

You can be the first or the last in your field to advertise. The first will get an advertisement in Foolkit – and the last will miss out.

### What about the Lawyers Pages?

Here you can also advertise on the lawyers pages. You may be seeking referrals from other solicitors. Or you may be targeting other people, such as accountants, who may use those pages.