



# DirectLaw™

A virtual law firm platform



## How to sell your firm's legal services online

This guide contains all you need to know about the DirectLaw technology platform, which enables you to begin providing your firm's legal services to the 21<sup>st</sup> century consumer



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# Why deliver services online?

The Legal Services market is entering a period of rapid evolution. As new providers enter the market, including financial institutions and forward-thinking law firms, clients are being offered innovative methods of delivery.

Law firms are now under great pressure to be more transparent, more competitive and to extend their client services. Law firms must exploit the Web to add new services, create new income opportunities and protect the margins of their traditional business.

## Embrace the competitive benefits of the Web

-  Capture new clients by reaching out to "connected generations" who expect online interaction with their lawyer
-  Offer legal documents bundled with your firm's legal advice for a fixed price
-  Offer new, time-saving ways to serve existing clients and build client loyalty
-  Improve overall firm productivity while providing an increased level of service to all clients

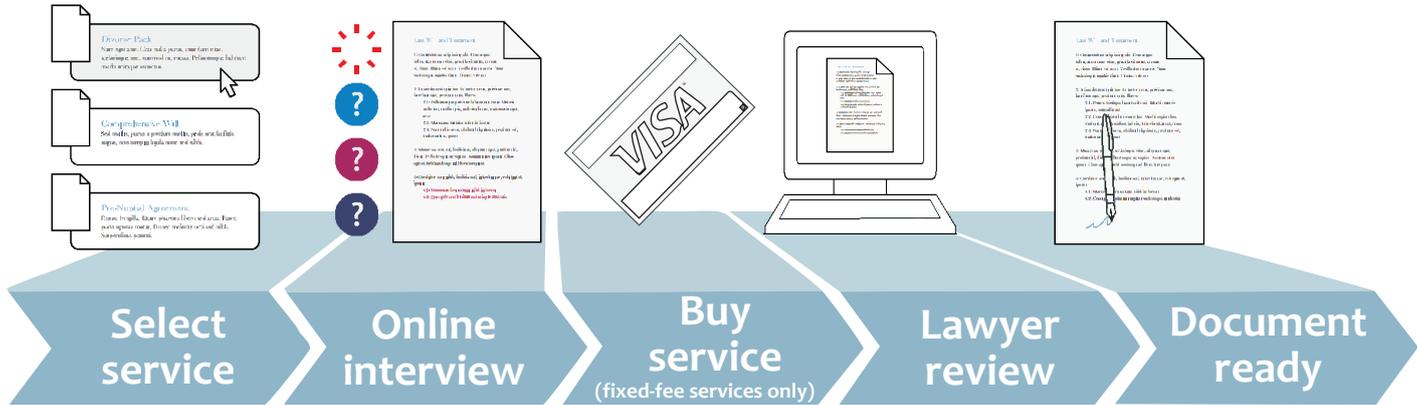
# What does DirectLaw provide?

DirectLaw enables lawyers to work virtually and seamlessly without the need for IT resources, thus levelling the playing field for law firms wishing to be able to compete with new entrants to the market, but without the need for any capital resources to develop legal content or license complex software applications. With DirectLaw simply launch your web browser and you are in business.

## Everything you need

- ✓ An ecommerce website that links to your existing site
- ✓ A wide range of document content libraries to select from
- ✓ Ability to set your own service levels and prices
- ✓ A secure environment for clients to instruct and receive document services
- ✓ Rapidocs® enables clients to be interviewed on your website
- ✓ Billing and payment processing all handled online
- ✓ Instant access to information on sales and client activity

# The client journey



Your clients can select from your firm's range of services directly on your own website

Your clients are immediately presented with an online interview using Rapidocs our Web-enabled document automation application. The client's responses are instantly converted into the first draft of the document which is securely submitted to your firm

If you have opted to show fixed-fee services, your clients can buy the service online, at which point they must accept your firm's letter of engagement for the service

The DirectLaw system then securely provides your firm with access to the first draft of the document (prepared by Rapidocs), so that the assigned lawyer can review, advise and amend the document before returning it to the client

Your client receives an email informing them that their document is ready. They then return to your website and securely download it ready for printing and signing or make an appointment to see the lawyer.

# How to make revenue from the Web

In simple terms, DirectLaw can give you a way to make a higher profit margin by delivering services online, then you can lower your costs, yet still make more money.

DirectLaw answers the growing demands of a Web-connected society for better value and more convenient services.

It also means that your firm has a genuine Web strategy, can keep your existing clients happy and can attract work from other firms who don't have the competitive edge.

## What consumers and business clients want

To be able to access better value fixed-priced services

To have the confidence of a lawyer-backed service

To have the immediacy and convenience of the Web

Access to your services without an initial commitment

If necessary come into the office for a face-to-face

## The DirectLaw answer

Automation makes fixed prices commercially viable

Your firm's advice and review is integral to the service

24/7 instant access to your document drafting services

Clients can get started with no up-front payment

Your advantage as a local firm - even if clients begin online

# Web-enabled document automation advantage

Time is money. Rapidocs generates the first draft of documents immediately online.

Rapidocs works instantly in the browser with no software to install, is easy to use and completely secure.

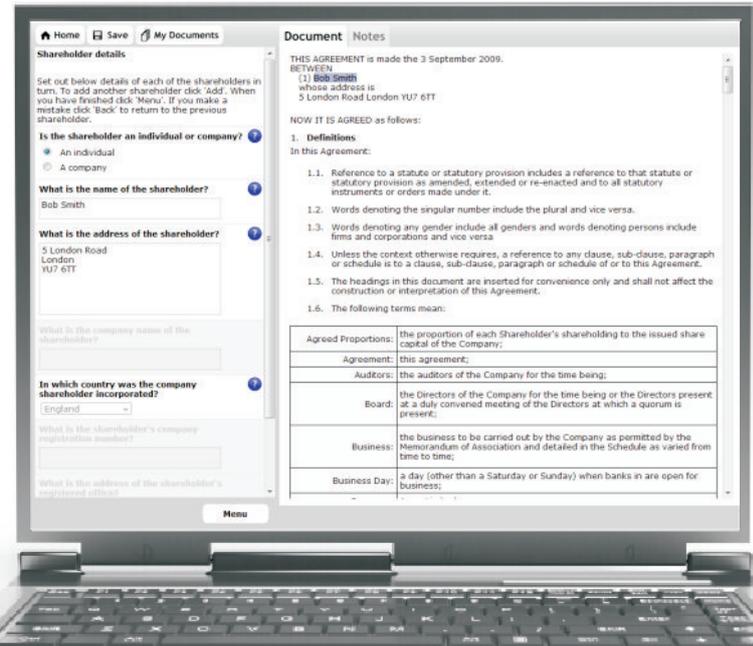
Rapidocs libraries of automated content are continuously maintained and extended by our team of solicitors and barristers. Our documents are so sophisticated the first draft is often the final one, but of course you can edit the draft produced to amend and add clauses as required.

DirectLaw uses the power of Rapidocs to interview your clients online. Additionally you also get access to Attorney Workspace - this gives your attorneys the same tools to create documents quickly in-house. All adding up to less time and more money for your firm.

The online interview is simple to follow, with help and guidance available



As each question is answered the document drafts itself in real-time



# Attorney WorkSpace (included with your DirectLaw subscription)



## Save time and make more money

- ✓ Attorney WorkSpace is included with your DirectLaw subscription
- ✓ Draft highly complex agreements quickly using Rapidocs.
- ✓ Designed for use by lawyers and legal professionals in your practice
- ✓ Includes a growing, deep library of trusted up-to-date content together with guidance
- ✓ Watch the draft assemble in real-time in accordance with your needs
- ✓ Edit the draft further in your word processor
- ✓ Save a huge amount of time and increase the firm's profit margins



# DirectLaw features

<b>Your firm's ecommerce site</b> - Your clients can instruct and purchase online	✓
<b>Comprehensive content libraries</b> - All document libraries included in monthly fee	✓
<b>Client-centered portal business model</b> - Ecommerce site or client extranet included	✓
<b>Integrated payment function</b> - Supports online purchases via credit cards	✓
<b>'My Legal Affairs' communication center</b> - Clients have secure access to your firm's services online	✓
<b>Administration &amp; workflow systems</b> - Securely manage your client's online documents	✓
<b>Rapidocs Web-enabled automation</b> - Provide document services with your legal advice	✓
<b>Updates to document libraries</b> - Updates and enhancements keep pace with change	✓
<b>Includes Attorney WorkSpace Application</b> - in-office use of Rapidocs at no extra cost	✓
<b>Technical support for clients</b> - Support for your clients using your DirectLaw site	✓
<b>Telephone &amp; email support</b> - Support for your firm using DirectLaw.	✓
<b>World class secure hosting</b> - Managed, secure with firewalls & 24x7x365 monitoring	✓

## Content libraries

1. Wills/PoA's/HCoP
2. Family law
3. Consumer law
4. Business law

# Who is behind DirectLaw?



DirectLaw is brought to you by Epoq US ([www.epoq.us](http://www.epoq.us)). Operating since 1999, we are a US and UK business and develop all the systems, technology and legal content.

We are already providing Web-based services to customers of some of the largest financial institutions including NatWest, Halifax and MORE TH>N, as well as a fast growing list of law firms in the UK and USA.

## Learn more or sign up now

You can arrange a webinar, see demos and download our valuable white paper 'eLawyering for Competitive Advantage' or if you are ready sign up to DirectLaw right now, simply go to...



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