



Product  
sheet

# My Legal Checkup

Are people visiting your website and not sure what legal products and services they need? Do they need educating to understand what the next steps are?

Then this is why Conscious have exclusively partnered with My Legal Checkup. A brand new tool that can be integrated into your law firm's website and create new opportunities.

**5.4 million**  
adults do not  
know where  
to begin when  
it comes to  
writing a Will

Around  
**54%**  
of adults  
do not  
have a Will

**59%**  
of parents do  
not have a Will  
or have one that  
is out-of-date



## What is My Legal Checkup?

My Legal Checkup is a quick and easy to use interactive questionnaire which can be integrated into your law firm's website to help you educate your clients about the legal products and services a website visitor might need. The tool is customisable and is tailored to your brand, including your colours and your logo.

**Tell us what you think of our brand new tool, and we'll enter you in a prize draw to win a pair of Apple AirPods**

Enter before  
30- Sept-2019

# How it works

## Your clients complete your branded online Legal Checkup

It will only take 3 minutes for your website visitor to complete 7 questions about their personal circumstances, watch relevant video content and become informed about your legal services.

## They access their Legal Healthcheck report

The report will be presented on screen and will provide a full assessment of their preventative legal needs including Wills, Probate, Powers of Attorney, Co-habitation and more.

## You receive a copy of their report

If they wish to have a copy sent to them, or they request a call-back, they will need to provide contact details. As soon as they complete their details, the report will also be emailed to you to keep for further contact.

## You contact your visitor and convert them into a client

If they would like to speak to someone or get specific advice, they can choose to request a call-back, or you can contact them directly via email.

# 5 reasons why to use My Legal Checkup

- 1 Generate qualified, GDPR compliant leads
- 2 Convert more of your website visitors into opportunities
- 3 Educate and empower your clients
- 4 Encourage more client loyalty and create cross selling opportunities
- 5 Create opportunities for more conversations with website visitors and clients



Why do you need this tool?

Special Offer  
**50% OFF**

the setup cost for the first 10 law firms

**Cost** - Your time is highly valuable. By using My Legal Checkup you're saving valuable hours discussing what the client needs as they have already established these using the tool.

**Speed** - Educating clients on legal services isn't a priority for the people in your firm. Using My Legal Checkup will enable clients to be educated with tailored content and helpful guides before they make an enquiry.

**Effectiveness** - You know the law; we know the technology. The tool is designed to encourage people to want to speak to a lawyer or Solicitor.

**Time** - With people increasingly wanting 'quick' and easy access to information, this tool meets these needs. It saves time whilst creating opportunities for your law firm.

**Hassle** - Do you really want another task on your to do list? This tool will create opportunities for you to market yourself to your target audience and existing clients.

**Pricing** - For the first 10 law firms to buy My Legal Checkup we are offering 50% off the setup cost - £500 (as opposed to £1,000) plus licence fee of £100 per month for a minimum 6 month term\*\*.

To find out how we can help you get more from your website

Call us on 0117 325 0200

\*Email [sales@conscious.co.uk](mailto:sales@conscious.co.uk) and we will send you a link to review the software and provide your feedback

\*\*After the first 10 the setup cost will be £1,000 plus a licence fee of £100 per month for a minimum 12 month term

\*\*\*All charges are +VAT