

Plawza legal practice management solution promo script outline:

About three minutes and 30 seconds in length

Voiceover script	Visuals
	Plawza Presents: 1. Plawza Presents: <h2 style="text-align: center;">The Perfect Fit</h2>
You ever put on a new shirt or top and it just fits perfectly?  You go, "Wow, it's like it was <b>made</b> for me!"	2. Very simple cartoon figures, side by side man and woman smiling as they finish buttoning up shirts. (see <a href="#">sample cartoon marked #1</a> ; you should magnify it some using bar at bottom of jpg.)
Well, when it comes to trying on legal practice management software, that's what you get with Plawza.	3. Cartoon figures, now turned to face each, both still smiling.
Why does Plawza fit so perfectly?  Because it was created by lawyers who looked at other legal practice management software and found that, yes, those programs did help some....	4. Cartoon figure at desk at computer with neutral expression.
But they just didn't fit right.	5. Cartoon figures trying to button up shirts, with down-turned mouths. (see <a href="#">sample cartoon #5</a> )
And so they designed Plawza to <b>custom fit</b> the way <b>lawyers</b> like to work.	6. Cartoon of man and woman's heads showing over a computer monitor, side by side, smiling. (see <a href="#">sample cartoon #6</a> )
Now what exactly does Plawza do <b>differently</b> ?	7. Big question mark.
First, we made it easy to address the number one complaint that clients have about lawyers. Which is ...	8. "They never return my calls!"

<p>Most practice management software doesn't even <b>have</b> a client portal to make client communications easy. Plawza has by far the <b>best</b> client portal you'll find anywhere.</p>	<p>9. Two figures heads showing over computer, looking at each other and smiling, with arrows going from each computer to the other.</p>
<p>It means that when you take action on a case and it's something your client will want to know about, they find out with just a click.</p> <p>So <b>your phone</b> doesn't have to ring, and you don't have <b>yet another</b> email to reply to.</p>	<p>10. "Oh, good! They did it!"</p> <p>Cartoon of figure at a computer, smiling.</p>
<p>Your clients will <b>love</b> it ... AND it's just one of the <b>many</b> ways that Plawza saves you time.</p>	<p>11. Cartoon of four figures, two men, two women, all smiling.</p>
<p>This set up is <b>unique</b> to Plawza, and it can <b>only</b> happen because we designed it to give you actual client files. Just like the physical file folders you keep in a cabinet.</p>	<p>12. Cartoon picture of a file folder with papers.</p>
<p>You go into that file on your computer and <b>everything</b> there has to do with <b>that</b> client and <b>that</b> client <b>only</b> ... the notes, the calendar, the documents, the invoices.</p>	<p>13. <i>[Words:]</i> Notes ... calendar ...documents ... invoices.</p>
<p>For <b>some</b> reason, no other legal practice management software <b>does</b> this.</p>	<p>14. Cartoon figure of a man with his palms opened and facing up, and a raised eyebrow questioning look on his face.</p>
<p>Now, any time you want to, you can switch over to handle inter-office matters. <b>There</b> you'll find a <b>full</b> office calendar, with <b>all</b> tasks upcoming, and <b>all</b> invoices for <b>all</b> clients, and key business and administrative information.</p>	<p>15. Cartoon of three pages, spread like a hand of cards: One has crossed lines throughout (calendar), the other has three or four scribble lines (document or notes), and the third has a big dollar sign (invoice). (<a href="#">see sample cartoon #15</a>)</p>
<p>But any time you want to find something relating to <b>one</b> client, you go back to their file, and it's <b>all</b> there.</p>	<p>16. Show the cartoon file folder again.</p>
<p>No looking through a list of invoices to find</p>	<p>17. Man and woman at computers,</p>

<p>theirs. No searching through a crowded calendar for <b>their</b> filing deadline. No scrolling through your email list for the last week to see if you <b>did</b> send them that document or <b>when</b> you sent it. It not only saves you time ... you're less likely to miss something the way you can when you scan up and down a long list.</p>	<p>with wrinkled brows and scratching the top of their heads with one finger.</p>
<p>Now what we've given you here is just a <b>taste</b> of what Plawza is like and how it's different.</p>	<p>18. Man and woman with a finger to their lips, smiling, eyes are downward slants of satisfaction.</p>
<p>You really have to try it on ... to see how <b>nicely</b> it fits.</p>	<p>19. Man and woman standing side by side, smiling, looking down, hands on shirts.</p>
<p>To find out more or set up a demo: <i>[states contact info as it shows on screen]</i></p>	<p>20. Contact info appears here.</p>