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NEW E-LEARNING PLATFORM AIMS TO IMPROVE THE ACCESS TO JUSTICE CRISIS MADE WORSE BY INFLATION

The Effects of Neglecting Legal Needs during an Economic Crisis Can Linger

Miami, Fl. October 11, 2022. According to the [World Justice Project](#), there are more than 5 billion people globally with unmet legal needs due to a lack of Access to Justice (A2J). Sales for Lawyers' founder, attorney Shavon Jones, aims to help solve the problem with a new [eLearning platform](#) that teaches attorneys how to identify and profitably serve clients, including within middle- and lower-income populations. In a drawing to take place Friday, December 2, 2022, the company is [gifting a platform seat](#) to a lawyer who serves this down market. Sales for Lawyers also is offering a free 14-day trial of its platform to any lawyer who signs up on its website. The platform is priced between \$1,599 and \$2,499 for the remainder of 2022.

The World Justice Project defines A2J as the ability of any person, *regardless of income*, to use the legal system or legal services to advocate for themselves or for their civil legal interests. Once thought to be a problem that impacts only the very poor, Jones says [A2J has become a middle-class problem](#).


Few would think that an architect could have an A2J problem. However, "during covid, the wife of one of my employees was terminated from her job as an architect after 15 years of service. She received no severance. I referred her to an employment lawyer, but she couldn't afford the retainer. She ended up taking the first job that came along. It was a 20% pay cut which reduced her salary below \$100,000, impacting the couple's quality of life," Jones explained.

Other serious A2J issues include the failure of small landlords to return security deposits to deserving tenants. Even if the law requires the landlord to pay the attorney's fees of a tenant who wins in court, most lawyers still won't accept the case without a retainer of \$3,000 to \$5,000.

Jones says Sales for Lawyers, which refers cases to lawyers within its network, has had qualified lawyers decline security deposit cases. "They can't get blood from a turnip," says Jones, explaining that the attorneys do not believe they can collect on a fee award against a landlord who often has stopped paying other bills, including their mortgage.

Jones expects this period of high inflation to heighten the impact of the A2J crisis. "We can expect child support cases to go unenforced, separated people to forgo divorces, and consumer protection violations to be ignored," Jones explained. These neglected legal issues cause financial loss and often leave victims stuck in a rut.

Jones, a practicing education lawyer and the author of *Sales for Lawyers: How to Sell within the Rules of Professional Conduct*, points to an education gap in the law school curriculum. According to Jones, law



schools do not teach lawyers how to attract clients, and she believes the absence of business development training specifically tailored to the legal profession is a significant cause of the A2J crisis in America.

Jones says the Rainmakers eLearning program fills that education gap for both new and experienced lawyers. Personal branding, lead generation, and relationship-building are among the skills taught. The program finishes with what Jones calls “the 3 Rs.” That is, how to convert relationships into “Renewals, Referrals and References” who consistently send the lawyer more work.

The 3 Rs, Jones says, are “the endgame of business development activity.” That steady stream of work helps control costs for the attorney and can make legal services more available and affordable to the public.

ABOUT SALES FOR LAWYERS

Sales for Lawyers (“S4L”) is a business development training and coaching company for lawyers. Founded in late 2019 as a face-to-face training company, S4L expanded to eLearning after covid-related business closures grounded the speaking and training industry.

ABOUT SHAVON JONES

Shavon Jones, Esq., LL.M. is an award-winning legal practitioner and a legal sales professional who has led successful pursuits at both a start-up and an established legal firm.

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