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LEGAL CONSULTANCY TO HOLD ACCESS TO JUSTICE TRIBUTE TO MARTIN LUTHER KING, JR.

Winter Tea Event to Use MLK's "Letter from a Birmingham Jail" as Inspiration for Access to Justice Work

Miami, Fl. December 28, 2022. To celebrate the legacy of Dr. Martin Luther King, Jr., Miami-based legal consultancy, Sales for Lawyers, is hosting a Winter Tea & Luncheon to provide Access to Justice (i.e., civil legal services) to middle-and-lower-income families that have not recovered financially from the inflationary impact of the pandemic. The by-invitation-only event takes place on Monday, January 16, 2023, in Miami Shores and is free to attend. Attendees will get gussied up and enjoy an afternoon of reflection, camaraderie, and action in furtherance of Dr. King's legacy of justice and dignity for all, regardless of socio-economic class. Anyone planning to be in Miami may request an invitation. The event program can be downloaded [here](#).


The pairing of Dr. King with Access to Justice is a natural fit. The [World Justice Project](#) ("WJP") defines Access to Justice ("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. According to the WJP, there are more than 5 billion people globally with unmet legal needs due to a lack of A2J.

Dr. King led the Civil Rights Movement and was instrumental in the passage of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. Those laws have been used by lawyers for decades to pursue equality and dignity for all Americans. Sales for Lawyers founder, attorney Shavon Jones believes that if King were alive today his social justice work would have evolved to focus on economic justice, of which Access to Justice is a key component.

Once thought to be a problem that impacts only the very poor, [A2J has become a middle-class problem](#) Jones asserts. 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 child support cases, debt relief cases, and 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. These neglected legal issues cause financial loss and often leave victims stuck in a rut.

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 during the MLK Tribute event, 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 business development training program is priced between \$1,999 and \$2,499.

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. The program teaches what Jones calls “the 3 Rs.” That is, how to convert relationships into “Renewals, Referrals and References” who consistently send the lawyer more work. 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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