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ACCESS TO JUSTICE SCHOLARSHIP AWARDED TO PHILADELPHIA FIRM FOCUSED ON REUNIFICATION OF FAMILIES

Scholarship Supports Access to Civil Legal Services in Underserved Communities

Miami, FL, January 25, 2023. Sales for Lawyers awarded the 2023 Martin Luther King, Jr. Access to Justice Scholarship to Keep Families United, a community legal firm in Philadelphia. Keep Families United is an immigration and family law firm focused on reunification of families. The firm provides services in English, Spanish, and Romanian; has virtual, phone, and in-person consultations; offers online payments; and has a toll-free number to ensure that anyone with access to a phone (public or private) can avail themselves of legal help. The firm is helmed by Adriana Mitchell and her husband, a family helping other families.

The scholarship provides a 12-month subscription to the Sales for Lawyers [e-Learning platform](#), potential immigration referrals, assistance with prospecting, marketing, and branding; help developing a streamlined service process (to serve more clients less expensively); review of lead generation tools; a system for converting leads into paying clients; and assistance implementing the new sales strategy. The package sells for \$2,499 which is being fully waived. Keep Families United was selected because of its focus on legal immigration.

The connection to Dr. King stems from King's acknowledgement that movements require four players: activists to organize the people behind an objective, politicians to pass laws, lawyers to enforce laws, and money to finance the activists, politicians, and lawyers. "It doesn't matter how many rights you have if you cannot enforce them," says Shavon Jones, Esq., Founder of Sales for Lawyers. Dr. King knew that and spoke of it in his *Letter from a Birmingham Jail* which was the topic of discussion at the 2023 Martin Luther King, Jr. Access to Justice Winter Tea & Luncheon.

The scholarship is part of Jones's pro bono obligation as a lawyer. "I'll be giving my time and free use of our proprietary intellectual property," Jones said. Sales for Lawyers also helps large law firms around the world develop their clients into multi-million-dollar annual accounts. Jones hopes some of them will donate scholarships to help train more community lawyers, like Ms. Mitchell, to provide greater Access to Justice.

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 KEEP FAMILIES UNITED

Keep Families United is based in Philadelphia, PA, and can be reached at (877) 728-1496. To learn more about their firm visit <https://www.keepfamiliesunited.com/>.