

Survey of Major Yellow Pages Advertisers *

Bankruptcy Assistance

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	(Consumer) Bankruptcy "Get Back in Control" Chapter 13 (Wage Earner) Chapter 7 Potential General Benefits: Stop Home Foreclosure Stop Vehicle Repossessions Stop Creditor Harassment Stop Lawsuits Stop High Interest Rates Stop IRS Wage Garnishment Potential Chapter 7 Benefits: Wipe Away Your Debts Keep Your Property Re-establish Your Credit Get a Fresh Start Protect Co-Signers Prevent IRS Seizures Debt/Bill Consolidation Liens (Small) Business Bankruptcies	Potential Chapter 13 Benefits: Consolidate Debts Into One Low Monthly Payment Reduce or Eliminate Interest Re-establish Your Credit Payment Based on Ability Weekly & Monthly Payments Extended Payment Plan Tax Problems / Tax Debts "Quick Start Program" "\$50 Starts the Process" "Keep Your House, Car & Furniture" Same-Day Filing Creditor Representation Debt Reorganization Student Loans Child Support Criminal Penalties (Offer & Compromise)	PHOTO(S) OF PRINCIPAL(S) Debt Counseling Credit Card Harassment Free Bankruptcy Information "Self-Help Legal Document Service" "No Lawyers, Save Money" Document Preparation Service (by Paralegals) Chapter 13 Consolidation "Laws Change – File Now" "As Little as \$150 Plus Filing Fee" Disclaimer – "We Are Not Attorneys"; "We Do Not Give Legal Advice"; etc. Assisted Court Documents "Federal Law May Allow You to Settle Your Tax Debt for Less" Self-Help Legal Document Service
Confidence Factors:	Years of Experience Affordable Rates Free Initial Consultation Bankruptcy Specialist "Meet With an Attorney, Not a Paralegal" "Fast and Affordable"	Attorney / Law Firm / CPA Name(s) of Principal(s) / Degrees Former Bankruptcy Trustee American Board of Certification "Your Assets Protected" Non-Profit Organization Attorney Supervised	Terms/Payment Plans Available Law Practice Credentials State Certified in Bankruptcy Specialty Member BBB/NFCC/COA 24/7 Phone Answering No Up-Front Money
Convenience Factors:	Days/Hours to Call Flexible Hours Evening & Weekend Appointments (Free) Phone Consultation 24 Hour Taped Message	Toll-Free Number Free Information Booklet First Visit Free Website Address Prompt Response Invitation to Visit Website	Location Data / Map E-Mail Address Multi Locations / Areas Served Free Consultation by Internet Same Day Appointment
Special Services or Extras:	Foreign Language(s) Spoken Living Trusts Same-Day Filings	Divorce & Separation 24 Hour Hotline Utility Shut-Offs	Incorporation "In the Privacy of Your Own Home"
Typical Related Headings:	Lawyers (Attorneys)	Credit & Debt Counseling	Paralegals

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