

firm, if you see a hearty settlement from every client. If you exclusively handle personal injury cases, for example, your firm likely earns an average of \$10,000 per case. A CPC of \$788 is justifiable in this instance. On the other hand, if you're an attorney at a Social Security disability firm, your average fees per case are probably about \$3,000. A Social Security attorney and a personal injury attorney can have wildly different probabilities with the same CPC. So is a marketing channel worthwhile for your firm? Provided your CPC is around 15 percent, marketing experts consider this a reasonable return on investment.

GETTING THE DATA TO GENERATE AN ACCURATE CPC

Every new call or visit your firm receives is an opportunity to generate CPC data, but only if you consistently pose the most crucial question for assessing your advertising and marketing efforts:

"HOW DID YOU LEARN ABOUT OUR FIRM?"

Track the answers you receive, and when you sign a new client, you'll already have the data necessary to complete a reliable, accurate analysis of your current marketing efforts, using CPC metrics as one of your tools. Once you know which marketing channels are yielding you a low CPC, you can focus on increasing your revenue even more.



DEANNA POWER is a marketer specializing in digital search at eGenerationMarketing, one of the nation's largest legal lead generation companies. eGen's mission is to lower the costs of signing new claimants for Social Security disability, personal injury, workers' compensation, FDCA, and bankruptcy attorneys. If you have any questions, she can always be reached at Deanna@egenerationinc.net.

Special Needs Planning and Family Law



EVA M. LUCHINI
Hearsay Special Correspondent

Estate Planning is actually not all about death (and taxes). It is about providing for your family in the smartest way possible. Special Needs Planning is a part of Estate Planning that is best started early, when your special needs child is still a minor. And since marriages with a special needs child have a higher rate of divorce, the unfortunate marital dissolution is a key juncture for cross pollination of Family Law with Estate/Special Needs Planning as well as Government Benefits Law. A child medically eligible for Supplemental Security Income and Medicaid can lose those important benefits if the custodial and caregiving parent (let's say Mom) is getting child support from the now living-a-new-life parent (let's say Dad). But that does not mean child support should be taken off the table. The child sure needs all the financial support Dad can provide. And the newly single Mom managing all the same day-to-day high needs of that child, minus a spouse's help, needs all the dollars possible for care costs (respite care even more vital than before).

A disabled child (minor or adult) living at home but receiving, or eligible to receive, government benefits can still receive

child support with no effect on the benefits if the divorce decree orders that child support be irrevocably assigned to a special needs trust. Even better news is that for children with intellectual or developmental disabilities, the Endowment Trust Fund, Washington's pooled special needs trust, is low cost and available to receive the child support and parents do not need an attorney to set it up. So no need for Family Law attorneys to try to figure out how to set up a special needs trust or associate in an estate planning attorney to do the same. Washington State provides a customer friendly option and their expert staff will walk the parents through the application process, and then match the \$600 origination fee (and more). Find out more at their website: ddetf.wa.gov.

Having a special needs child is very hard. Marital dissolution for a family with such a child can be a little less costly with the information above. And providing for that child with every resource possible is, hopefully, everyone's goal.