**Month 2 – Partnering**

**Touch 1: Email**  
Video + Questionnaire  
Look and feel the same as Month 1   
  
Email Invite:

* Subject:
* Body:

Landing Page:

Questionnaire:   
Add option “I would like to be contacted about a mesothelioma case.”  
  
Ref Atty

1. Have you ever received a mesothelioma case?
2. What do you value in a partnership? (with answers to select)  
   Ex. Minimal intrusion on my practice, prompt payment of referral fees, treating my clients well, etc.

Union

1. Does your union have any specific programs that address asbestos disease?
2. Do you currently work with a law firm or seek counsel?

**Touch 2: Direct Mail, Cube**  
Landing Page:

**Touch 3: Email**FAQs + Visuals

FAQs:   
Ref Atty

1. How will you provide updates to me on a case?
2. What can I expect in terms of a referral fee?
3. Will you handle my client’s case start to finish?
4. Where will you try my client’s case?
5. What is your experience handling these types of cases? How many cases do you handle?

Union

1. What will you offer to me and my union?
2. What should my members expect if they work with you?
3. Can you provide educational materials or a presentation?
4. What is your experience?
5. What is my involvement in this process?

Visuals: TBD

**Touch 4: Email**Facts

1. # of cases
2. Amount recovered
3. Types of people we serve
4. \_\_
5. \_\_
6. \_\_
7. \_\_