

# Just Say “No”

## How Hiring a Billboard Lawyer Can Hurt Your Case



### BILLBOARD ADS CAN BE PREJUDICIAL TO CLIENTS AT TRIAL

SOME ADVERTISING INJURY LAWYERS ASK THE COURT TO PROHIBIT OPPOSING COUNSEL FROM DISCLOSING THEIR IDENTITY TO THE JURY

Yes, this is a fact. Some billboard lawyers file motions to exclude any mention of their firm’s advertising, arguing that it is prejudicial to the client. Why? Because they know how the public (jury) feels about their billboards lining our interstate. Let that sink in, the same lawyers that spend millions of dollars promoting themselves beg a Judge to prevent the mention of these ads.

1

AWARDS IN ADS MAKE INJURIES SEEM LIKE A LOTTERY

2

ATTORNEYS IN ADS CAN COME ACROSS AS COMICAL

3

THESE ADS DIMINISH THE GRAVITY OF AN INJURY



**John Smith**  
Attorney



**Loren Shanklin**  
Attorney



**Alicia Sosa**  
Attorney

## SMITH SHANKLIN SOSA'S GUARANTEE

### PERSONAL ATTENTION, COMMUNICATION AND REPRESENTATION TAILORED TO YOUR UNIQUE CASE

Over the years, we have seen a rise in lawyer advertising that degrades the profession of law. These advertisements and billboards diminish the complexity and nuances of providing competent and effective legal services. At Smith Shanklin Sosa, we don't take every case. Why? Because those who are truly injured deserve personal and professional representation by attorneys at their best and who don't treat clients like just another "file number". Our clients aren't interested in a quick check—they want to get back to work. Our clients understand that deciding whether to file a lawsuit is not easy. Our clients are empowered with accurate information and knowledge about the challenges and risks they face after an injury and during the litigation process. Our clients become our family.



At Smith Shanklin Sosa, we choose professionalism over profit. We focus on you, your recovery, and the intricacies of your unique case—not on billboards and promises of lottery size settlement checks. When you hire us, you will know who will be representing you. We will. And we will be there with you the whole way. - *John, Loren, and Alicia*

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PERSONAL INJURY TRIAL LAWYERS