



**c a s e s t u d y**

### **Branding Soucie & Bolt – Let Your Clients Tell You Who You Are to Them**

You see ads for personal injury attorneys all the time. It is hard to tell them apart. So we called clients of Fred Soucie and Dave Bolt and the other attorneys who work with them and heard nightmare stories not only of terrible accidents and tragic deaths, but of homes foreclosed, bill collectors calling, and mountains of insurance paperwork.

We learned that most people injured in an accident have very little experience with lawyers. It is rarely money that motivates them and almost never the credentials of the attorneys that sell them.

These clients told us about a small law firm in Anoka that reached out to them, dealt with the bill collectors and insurance companies, cared about their families and friends, let them cry for hours, as well as thoughtfully preparing them for their case. All of them reported feeling like the staff at Soucie & Bolt are their lifelong friends. So instead of touting big settlements or bunches of checklists on accidents, we let the materials tell the story of love and commitment from professionals just when you need them the most.

We invite you to check out more at [www.soucielaw.com](http://www.soucielaw.com)