VOICE GUIDE

HOW MLCS SOUNDS ON LINKEDIN

> Built from your kickoff answers. Give it one read and circle anything that doesn't sound like MLCS. We'll fix it together on Thursday, and every post gets written from this page.

Who we're writing for

Large plaintiff personal injury firms, nationwide. The attorney with a catastrophic injury case who needs to know what future care will really cost.

What keeps them up

A low damages model on a case.

What they need to believe

The plan is complete, every number traces back to the record, and it's in by their designation deadline.

Your tone

Formal	Casual
Reserved	Bold
Technical	Plain
Serious	Warm

Formal and serious, with real confidence. Clinical terms are used when they're the right word, then explained in a line.

In your own words

"When I review a life care plan, I want to be able to point to the medical record and show why each recommendation is there."

TOMMY VAUGHN, THE LINE EVERY POST IS CHECKED AGAINST

Sounds like us

- Confident
- Trustworthy
- Expert
- Thoughtful
- Polished

Never us

- ~~Salesy~~
- ~~Cutesy~~
- ~~Preachy~~
- ~~Stiff~~
- ~~Snarky~~
- ~~Clickbait~~
- ~~Corporate speak~~
- ~~Political~~

What sets MLCS apart

Credentialed experts, a defensible methodology, fast turnaround, personal attention, real value, and testifying experience.

A line that fits

"Every recommendation in a life care plan should hold up when opposing counsel asks where it came from. Ours point back to the record."

A line that doesn't

"Maximize your settlement with the most aggressive plans in the industry!"

Salesy, and it promises an outcome.