

BRN Group #3 Bio Sheet



Name: John Potter
Company: [The Potter Law Firm](#)
Phone: 859-372-6656
Email: john@kentuckyestateplan.com

Overview of Products/Services

- Estate Planning
 - Helping clients obtain peace of mind knowing that they have protected themselves and their loved ones
- Medicaid Planning
 - Helping clients who are already in a nursing home obtain Medicaid benefits to pay for care while preserving their savings for their families
 - Helping clients not yet in a nursing home protect their savings from the cost of long-term care
- Veterans Benefits Planning
 - Helping veterans and spouses obtain VA benefits to offset assisted living and health care costs associated with aging

What makes you different from your competition?

- Small firm care with all the resources available to a large law firm through the American Academy of Estate Planning Attorneys

Ask for Business: "A good referral/lead for me is..."

- Couples with children who do not have a current estate plan.
- Anyone paying for nursing home care.
- A veteran or veteran's spouse who is paying for assisted living.

A qualifying question to pose to prospect?

- Do you have a will? If so, have you looked at it recently?
- Are you or a relative paying for nursing home care?
- Are you a veteran or spouse of a veteran in assisted living or requiring home health care?

Memory Hook and then Conclude with Name and Company.

"Protecting each client's lifetime of work and savings and providing peace of mind."

- John Potter, The Potter Law Firm (859) 372-6656