



MATT MURPHY

CLIENT: How to Contract
PROJECT: Sales landing page
OBJECTIVE: Update direct-response sales copy for a legal network's membership landing page
SUMMARY: After writing the original membership sign-up copy that drove \$50k in sales in the first 3 weeks, I was tasked by career contract lawyer Laura Frederick to update the page for even greater success based on valuable insights from the first wave of members
WEBSITE: <https://www.howtocontract.com/network>

Join the How To Contract Network

Where lawyers and professionals go to learn and share contract insights, techniques, and resources

[Sign Me Up Now!](#)



We are open to new members until June 7, 2021 at midnight ET. Click below to join the world's preeminent contract training community.

[I'm Ready to Join Now!](#)

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We Are Always Learning About Contracts

Experienced contract lawyers and professionals understand that education never ends. Staying at the forefront of our field requires us to continually sharpen our skills.

After all, we operate in a living, breathing industry. Foundational training in contracts is essential, but it's just that—a foundation. There's always more to learn, no matter where your career takes you.

So I ask you this:

- **Lawyers and professionals**, how do you ensure that you continue learning to maintain your hard earned edge?
- **Law firm partners**, how do you make sure your team continues providing top-notch guidance to clients?
- **In-house counsel**, how do you keep them engaged so you can continue to operate efficiently while protecting the company?

All are critical questions and all share an answer: **How to Contract Network.**

Your Solution for Ongoing Contract Training

We all face challenges. For some us, it is learning the basics. For others, it is understanding the nuances. For some, we need ongoing refreshers.

How to Contract Network is my answer to this recurring challenge.

As a member, you have a single contract training hub to help you stay on top of what can be a very fluid industry.

There is no easier or more reliable way to empower yourself or your people.

[Click Here to Join Now](#)

How to Contract Network Members Enjoy Premium, Long-Term Benefits

I asked the hundreds of lawyers and professionals who signed up when the Network first launched what they value most about their membership. The answer was clear: the real-world insights and readymade contract resources that I and other pros use every single day to make our jobs easier (and clients happier).

My goal is to continue providing this type of support while also cultivating a community where others can meet and share their own knowledge directly with one another. Here's what you can expect as a valued member of this community:

- ✓ Access to all **290+ contract tips** online, searchable by keyword and organized by topic.
- ✓ Build **valuable industry connections** through an exclusive, members-only LinkedIn group and monthly networking meetings.
- ✓ Enjoy **highly-relevant contract content** on a regular basis that can be applied directly to your day-to-day business.
- ✓ Access **monthly training by Laura** on the most critical contract topics, with unlimited on-demand replays for 12 months.
- ✓ Learn with a new **contract tool from Laura every week**, including training videos, contract guides, checklists, negotiation scripts, and more.
- ✓ Access all **recordings and show notes** for How to Contract webinars featuring Laura and guest experts on a range of legal topics.
- ✓ Ask the **Contract Help Desk** and get feedback on your questions from Laura and other members
- ✓ Apply **members-only discounts** of 10% to future How to Contract courses (launching Q3 2021).
- ✓ Receive an electronic copy of **Laura's book Practical Tips on How to Contract** with straightforward insights and hands-on applications, not law school theory.

And there's more!

In addition to 15% savings across 12 months, anyone who signs up for an annual plan will also receive not one, but TWO exclusive bonus benefits:

BONUS #1: Updated edition of Laura's book—*Even More Practical Tips on How to Contract*—which has tripled in size since its initial release and won't be available anywhere else until Q4 2021.

BONUS #2: Guaranteed ticket access to the How to Contract Conference live in Austin, Texas on January 13-14, 2022 (if purchased by August 31, 2021)

Our Members Have Spoken!

Having access to all 290+ of Laura's contract tips is their favorite benefit of the How to Contract Network.

Here's a sample of a few recent ones. You can also [follow Laura on LinkedIn](#) and may see some in your feed, but that is no guarantee. The only way to make sure you see them consistently is as a member of the How to Contract Network. You'll get online access to the complete set, with the tips organized by topic and searchable by keyword.



Learn Contracts Through Lots of Data Points

May 22, 2021



Buyer's IP Indemnification Obligation in the UCC

May 21, 2021



Making Risk-Based Pricing Arguments

May 20, 2021



Be Careful About One-Way Provisions in Your Templates

May 19, 2021

[I want to join and start learning today!](#)

What Some of Our 200+ Members Are Saying...

"There is a grassroots revolution beginning in legal education, with more and more experienced practitioners beginning to share—rather than jealously silo—the benefit of years on the job. **Laura Frederick is at the forefront of this revolution, and the members of her How To Contract Network include the best and brightest voices** in our LinkedIn contract nerds community."

– Rebecca Gray, Founder, The Entrepreneur's Lawyer

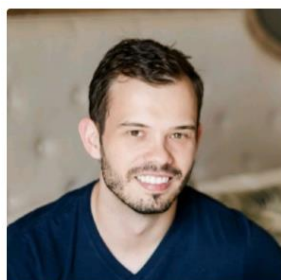
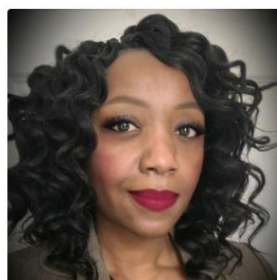


"**Laura speaks in plain terms from experience.** Her tips are no-nonsense and address the common areas of dispute, all driven by the goal of getting an agreement that fits the client's priorities and risk tolerance. Lawyers who draft contracts and litigate them can **gain valuable insight from the HTC community that help them understand the business context of contractual provisions** as well as why a provision is important to achieving the client's business goals and managing risk in later litigation."

-- Amy Falcon, Law Firm Partner

"**Laura does an amazing job at breaking down terms and provisions without using legalese.** I would highly recommend How to Contract Network to anyone looking to challenge themselves, grow, develop and enhance your contract negotiation skills. **The wealth of knowledge I have gained is absolutely priceless.** I've always loved negotiating and How to Contract Network is helping strengthen my skills."

– Flo Nicolas, In-House Counsel



"I joined the How to Contract Network to expand my practical expertise. **I look forward each week to the newest checklist, guide, negotiation script, or other contract tools.** The training on limits of liability was especially good. I would **recommend it to lawyers looking for quality contract content.**"

- Marin Kotze, Law Firm Managing Director and Co-Founder of Docninja.co

Sign Up as an Elite Member to Receive Continuous Training Year-Round

As an Elite Member of the How to Contract Network, you will receive a comprehensive and in-depth training program delivered over 12 months on the core concepts every lawyer and contract professional needs to know. Learning over time ensures that you have time to let these lessons sink in and revisit those for which you need reminders.

**Month 1:
Confidentiality
and NDAs**

**Month 2:
Damages and
Limits of
Liability**

**Month 3:
Indemnification**

**Month 4:
Intellectual
Property**

**Month 5:
Disagreements
and Dispute
Resolution**

**Month 6:
Boilerplate
Provisions**

**Month 7:
Services and
SOWs**

**Month 8:
Goods**

**Month 9:
SaaS, Software,
and Data**

**Month 10:
Warranties and
Service Levels**

**Month 11:
Negotiation**

**Month 12:
Third Parties
(Affiliates,
Subcontractors,
and Assignees)**

Membership is open right now but only for a limited time!

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Sign Me Up!

Membership Options and Discounts

Whether we're talking about my firm or my training programs, I believe quality and affordability are not mutually exclusive. How to Contract Network is no exception.

Investing in yourself or your people is a must-do for real growth, but it shouldn't require an agonizing budgeting exercise. I've always been about high value without the high cost, which is exactly what makes this such a clear opportunity for positive ROI in the near- and long-term.

I personally invite you to join our community using whatever option is right for you.

Basic Member

\$19/month or \$199/year

Save 15% with an Annual Membership

- ✓ Online access to all 290+ of Laura's contract tips, indexed by topic and searchable by keyword
- ✓ Admission to our members-only LinkedIn group
- ✓ Access to the Contract Help Desk, an open forum where members can ask and answer each others' questions
- ✓ 10% discount on courses (launching Q32021)
- ✓ My book "Practical Tips on How to Contract" with 91 contract tips (Nov 2020 edition in PDF, Kindle and EPUB formats)

JOIN NOW

Elite Member

\$49/month or \$495/year

Save 15% with an Annual Membership

- ✓ Online access to all 290+ of Laura's contract tips, indexed by topic and searchable by keyword
- ✓ Admission to our members-only LinkedIn group
- ✓ Access to the Contract Help Desk, an open forum where members can ask and answer each others' questions
- ✓ 10% discount on courses (launching Q32021)
- ✓ My book "Practical Tips on How to Contract" with 91 contract tips (Nov 2020 edition in PDF, Kindle and EPUB formats)

Plus these additional benefits:

- ✓ A new practical training tool each week created by me, including training videos, checklists, guides, annotated provisions, and negotiation scripts
- ✓ Monthly networking meetups with other Elite Members
- ✓ Ongoing access to all my webinars with subject matter experts
- ✓ Mobile app with easy access to your training tools and videos

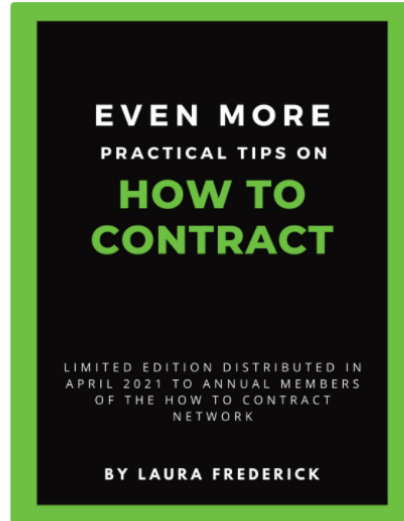
JOIN NOW

Annual Members Get Even More!

If you sign up for an annual membership at the Basic or Elite level, you receive not only a 15% discount off the monthly price, but also these two bonuses:

Bonus #1

My book "Even More Practical Tips on How to Contract," updated to include 235 of my contract tips (April 2021 edition in PDF, Kindle, and EPUB formats)



Bonus #2

Guaranteed ticket access to the How to Contract Conference in Austin, Texas on January 13-14, 2022 (if purchased by August 31, 2021)

How to Contract[™] CONFERENCE

January 13-14, 2022
Live event in Austin, Texas

Hosted by Laura Frederick

Featuring:

Nada Alnajafi	Sapna Mahboobani
Sue Bunnell	Gabe Meister
David Fligor	Sterling Miller
Rebecca Gray	Cheryl Mullin
Ross Guberman	Jonathan Perkel
Chad King	Joe Regalia
Stephen Kong	Marcia Weldon
Lisa Lang	

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Submit your interest in an enterprise account and we'll be in touch!

**Membership closes
again on June 7 at
midnight ET.**

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I'm ready to join now

Stay in the know!

Sign up to receive updates from How to Contract, including when membership opens up for the How to Contract Network.

Sign Me Up

How to Contract
TRAINING AND SKILL DEVELOPMENT

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