

## MELOWSKI & ASSOCIATES LLC

SHEBOYGAN

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There can be only one best. Sounds like a simple truism, but in the Internet age of lawyer marketing, where practically every attorney's website can make them seem like the best in their field for one reason or another, it can be difficult for the unsuspecting consumer to see the real through the fake. So how does one attorney who truly is at the top of his field suggest dealing with the situation? With a laugh and a pretty simple tactic. "Most clients are referred to me, but I occasionally get cold calls from people who tell me they have already spoken to several other lawyers, all of whom claimed that DUI defense is their specialty, and they want to know why I'm any different," Melowski explains. "Before we go any further, I tell these people the same thing every time: 'Call back the other lawyers you spoke to and ask them these two questions: In the last five years, how many drunk driving cases have you tried and how many have you won? When the lawyer inevitably dances around the question, or gives you an answer that doesn't impress you, call me back.'"

The strategy rarely fails. To Melowski, the reason is clear. "The ability to win difficult cases consistently is the single greatest weapon in a trial lawyer's arsenal. It's what separates the best from the rest. You either have the track record in court to prove it, or you don't. And all the marketing claims and gimmicks in the world can't change that," he says. "People are smart. They don't care what boards you belong to or by whom you're endorsed, they want to know if you have the ability to win their case. And in our business there's only one yardstick to measure that: courtroom success."

Melowski should know. With a history of well over 400 drunk driving charges dismissed or amended to non-alcohol offenses, including more than 80 complete jury trial acquittals, his track record in DUI defense is second to none. And that's no gimmick. Just a fact.

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