

STRATEGY



EXECUTION



SUCCESS

## GETTING YOU BEST RESULTS: SCOPE OF WORK

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## From the Desk of Justin Paperny

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Dear Friend,

I appreciate the interest you've shown in our work, and I look forward to speaking with you.

This generic scope of work provides insight into how our clients get the best possible outcome during the most challenging times in life.

I lead a team that works to help people facing challenges with the criminal justice system. You may have seen our websites, YouTube channels, and podcasts. If not, Google either:

- » [White Collar Advice](#)
- » [Prison Professors](#)

Through our platforms, we offer an abundance of free information to help people understand more about the challenges of preparing for sentencing, prison, and life after release from prison.

Our team offers digital, do-it-yourself programs to assist budget-conscious defendants that want to prepare for best outcomes. We also offer more comprehensive, one-on-one consulting packages for defendants that can invest in more personalized guidance.



## ***Disclaimer on Legal Advice:***

As I turn to the scope of work, please let me reaffirm that our team does not dispense legal advice. Our guidance comes from traversing the system successfully. Combined, our team has more than 50 years of experience navigating the criminal justice system. We've worked with thousands of defendants. We draw upon all that we've learned to position our clients for a successful outcome.

## ***Our Team Includes:***

- » **Shon Hopwood:** Shon is currently a lawyer and a law professor at Georgetown Law School. He also works to influence policy, like the First Step Act. He is an advocate for both prison and sentencing reform. Shon served a decade in prison and knows the system intimately.
- » **Michael Santos:** Michael is an entrepreneur and an author. He also produces our content. He served 26 years in federal prisons of every security level. I rely upon Michael as a resource while working with clients that retain us for individualized consulting services.

We're a full-service firm, offering a suite of products and services. Specifically, we strive to help people prepare:

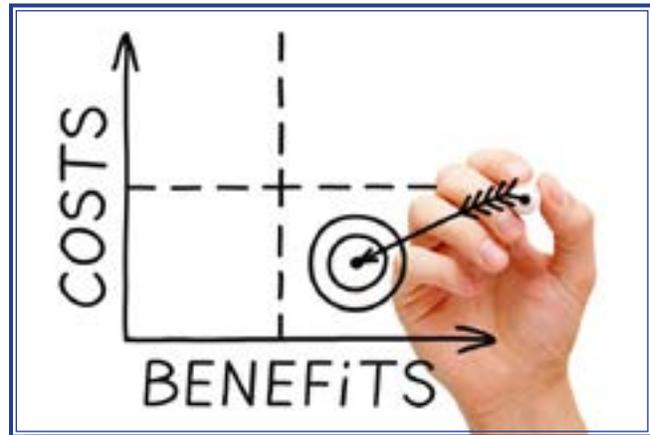
- » For best outcomes at sentencing
- » For productive journeys through prison
- » For earliest possible transition to community confinement
- » For highest level of liberty while on Supervised Release
- » For Reputation Management, to open career opportunities given the complexities of a felony conviction.



## ***How Our Work Helps Clients:***

When people become defendants in a criminal case, it's wise to consider how the charge will influence life going forward. If there is a guilty verdict, certain processes will follow, including:

- » A potential presentence investigation,
- » A sentencing hearing,
- » A custody-and-classification process,
- » A prison designation process,
- » Family adjustments during the prison experience,
- » Job assignments in prison,
- » Housing assignments in prison,
- » Program participation in prison,
- » Transfers to other prisons during the journey,
- » Release to community confinement,
- » Supervised Release procedures,
- » Career trajectory after release.



A prudent defendant will recognize that the potential loss of liberty can result in lifelong, collateral consequences. To prepare for best outcomes, it's wise to start early.

## ***Beginning the Plan***

Our team works in methodical ways to help defendants that want to invest the time and energy to help themselves. To start, consider the stakeholders. Who are they and what do they expect?

- » **The Judge:**
  - ◇ The judge is likely a law-enforcement type, and possibly a former prosecutor. What is the judge thinking when he or she encounters a defendant?
- » **The Prosecutor:**
  - ◇ We would like to think the prosecutor has an interest to advance justice. But we also would like to think that reindeers will pull Santa's sled on Christmas eve. We prepare ourselves better when we anticipate that prosecutors define success with convictions and lengthy sentences rather than justice.
- » **The Probation Officer:**
  - ◇ We should expect the Probation Officer to parrot information provided by the

prosecutor. He or she will create a Pre-sentence Investigation Report that focuses on the crime rather than on the personal attributes and good character of a defendant.

» **The Defense Attorney:**

◇ The Defense Attorney will rely upon case law, statutes, sentencing guidelines, and evidence to argue for the best outcome. Attorneys often fight valiantly for leniency, regardless of the client's background. A defendant can assist counsel by building a powerful case that shows he identifies with victims, that he is remorseful, that he is learned from the experience, and that he is working in methodical ways to reconcile with society.

» **Prison Personnel**

◇ People who work for the Bureau of Prisons can have an enormous influence on a defendant's future. Although defendants do not know who those people are, it would be wise to begin architecting a plan today that will influence procedures in the months, years, and decades ahead.

When loss of liberty is at stake, people should invest heavily to prepare for the future. Although no one can change the past, an individual can begin a methodical, step-by-step approach to show why he or she is worthy of mercy. Our team's systematic approach requires a personal investment of time and energy. Yet the work helps our clients restore confidence and position themselves for the best possible outcome.

## ***Menu of Products and Services:***

» **Digital Course on Preparing for the Pre-sentence Investigation.**

This course helps defendants understand the entire process. It will result in a report that follows the defendant through the entire journey. The sooner a defendant understands the report, the better a defendant can prepare.

◇ Download this course from our website for \$197

◇ Purchase the upgraded course that includes one-hour of consulting for \$497.



- » **Digital Course on Sentencing Narratives:** This program helps a defendant understand the sentencing process. Clients learn steps he can take to advocate on his own behalf. Clients will learn the importance of identifying with victims, articulating remorse, and showing why he or she is worthy of mercy. The course includes sample letters.
  - ◇ Download this do-it-yourself course for \$997.
  - ◇ Purchase upgraded course, with two-hours of consulting / editing for \$1,497.
- » **Digital Course on Straight-A Guide:** This comprehensive, 10-part course helps our clients articulate steps they've taken to demonstrate their remorse and what they've learned from process. Especially useful resources for defendants that want to prepare comprehensive sentence-mitigation campaign.
  - ◇ Download this do-it-yourself course for \$997
  - ◇ Purchase the upgraded course that includes 10-hours of consulting / editing for \$2,997.
- » **Digital Course on Blueprint for Prison Preparation:** This comprehensive, 10-part course helps clients understand every step of journey, from preparing for pre-sentence investigation to preparing for early termination after Supervised Release.
  - ◇ Download this do-it-yourself course for \$997
  - ◇ Purchase the upgraded course that includes 10-hours of consulting / editing for \$2,997.
- » **Digital Course on Character Reference Letters:** This program teaches defendants how to think about a character-reference letter. It also shows others how to write an effective character-reference letter. The course includes several sample templates.
  - ◇ Download this do-it-yourself course for \$49
  - ◇ Download the upgraded course that includes two hours of consulting / editing for \$549
- » **Full-service Sentencing Narrative Program:** Our sentence-mitigation program will result in an extensive, one-on-one interview with the client over the telephone or in person. From that interview, we will draft a complete document. We will



review the document with the client and make appropriate edits. Client will share with counsel. If defense counsel requests additional edits we will edit as directed.

◇ Full-service sentencing-narrative package: \$4,997.

» **Full-service Sentence Mitigation Video:** Our sentence-mitigation video includes scripting, filming, editing. Our videographer will prepare video that helps the judge understand more about the defendant's life, home environment, work environment, family, and the influences that led to the criminal conviction.

◇ Bronze video package (Skype-type video): \$3,497.

◇ Silver video package, single location: \$7,500.

◇ Gold video package, multiple locations: \$9,997

» **Full-service Reputation Management:** This comprehensive service helps individuals prepare for future challenges, including anticipated preparation of commutation petition, early-termination of Supervised Release, overcoming struggle of felony conviction.

◇ Website package, with 1-year hosting: \$4,997.

◇ Ongoing maintenance, publishing client's work from prison: \$2,500 per year.

◇ Ongoing maintenance, with our content additions: \$500 per month.

◇ Ghostwritten books: \$10,000 to \$25,000, depending upon scope of projects.

» **Full-service, one-on-one consulting:** This comprehensive service includes preparation for sentencing, preparation for prison journey, and preparation for best outcomes after prison. This service is best-suited for clients that have ongoing businesses and need to learn how to manage affairs effectively while serving a prison term:

◇ \$10,000 and up, depending upon detailed scope of work that we agree upon.

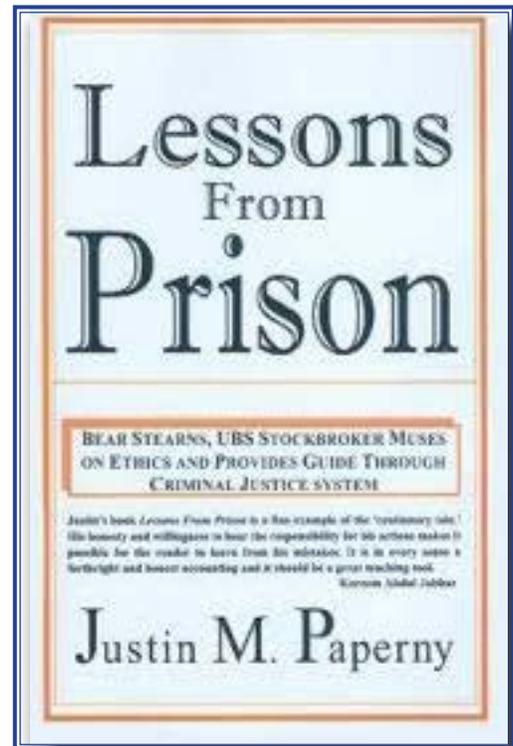
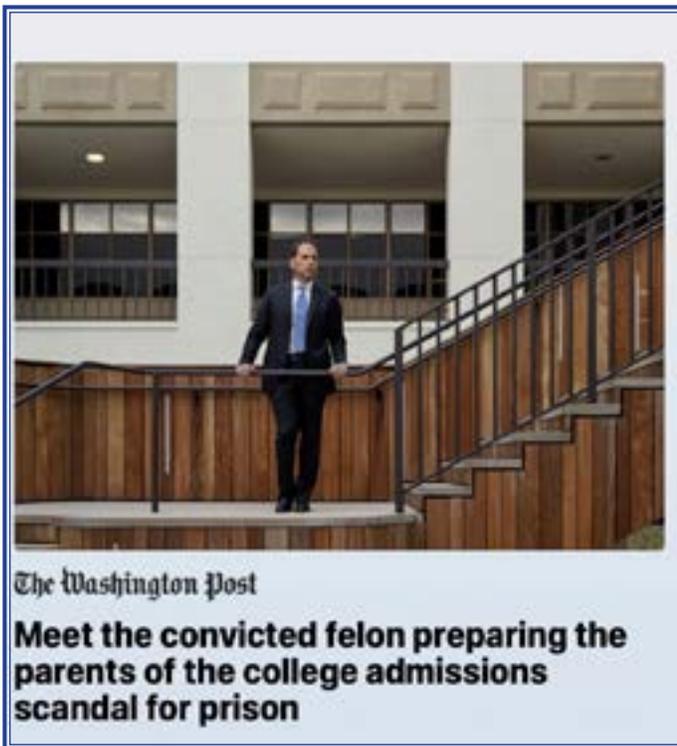


Our primary goal is to ensure that our clients get the best possible outcome at every stage of the process. Your defense lawyers will quarterback your journey through the judicial system. Our products and services can help you help yourself. We've used this strategy with more than 1,000 clients and we're confident you will find enormous value in our products and services. Further, you can see evidence of how this strategy has helped with every member of our team.

I look forward to responding to any questions you may have and advancing our work together.

Sincerely,  
Justin Paperny

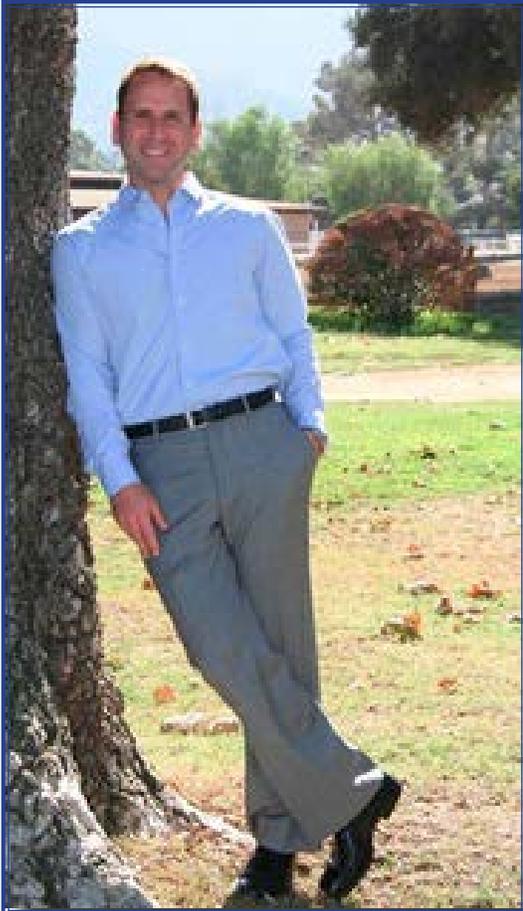
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◇ [Read our Story in Washington Post](#)

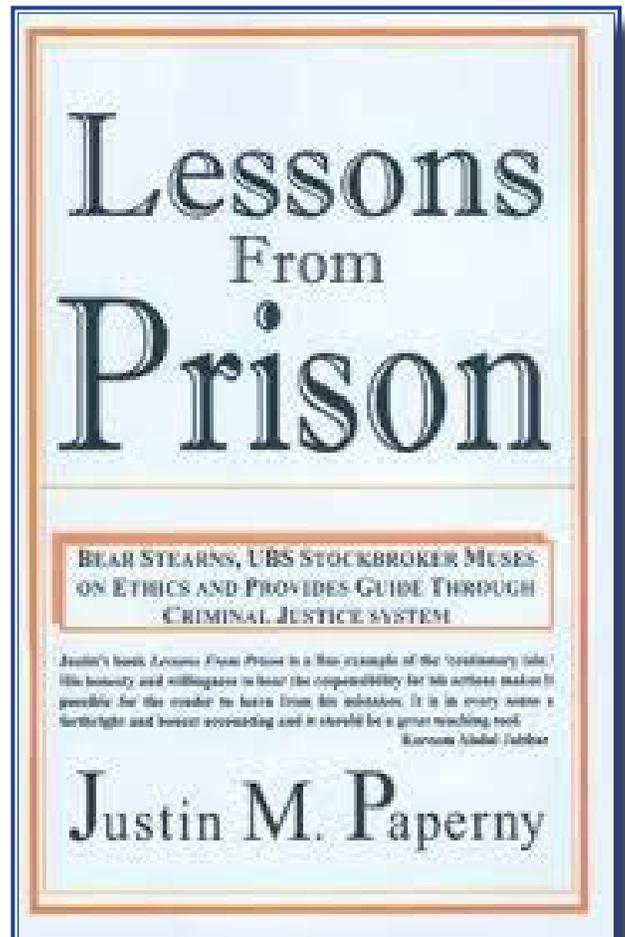
# Justin Paperny

Justin Paperny is Director at White Collar Advice and Prison Professors. His companies strive to improve outcomes of America's criminal justice system.



By offering one-on-one consulting, along with digital courses and curriculums, Justin's team works closely with individuals, institutions, and law firms.

When people face criminal charges and want best outcomes, they contact Justin Paperny.



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EST. 2008



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