

**Certified Legal
Copywriter™
Handbook**

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About the Legal Digital Marketing Institute

The Legal Digital Marketing Institute (LDMI) is an educational provider whose objective is to promote best practices, provide education and professional certifications in the fields of digital marketing, sales and communications aimed at providers of legal services. This will be achieved through world-class training programs, continuing professional development and professional designations with a global reach.

About the LDMI ID

The LDMI ID serves as a unique identification code assigned by the Institute to applicants, members and certified professionals with the objective of identify them across the different Institute' products and services. An LDMI ID is required in the following scenarios:

- When submitting a Collaboration Points (CP) form
- When applying for any of the Institute's routes for certification
- When participating in an official training course
- When applying for recertification
- When attending any free training that awards Collaboration Points (CP)
- When applying for membership

You will be required to provide your LDMI ID as part of any application to participate in any Institute's event including webinars, courses and workshops.

Before you apply for any certification route, membership or to participate in any LDMI event you must request a LDMI ID. You can request it by contacting **support@legaldminstitute.org**.

About the Certified Legal Copywriter™ designation

The Certified Legal Copywriter™ (CLC) certification was created with the goal to provide lawyers, legal marketing consultants and professionals in charge of promoting legal services, with a professional designation that can validate the knowledge and experience obtained in the field of legal copywriting and sales.

The CLC syllabus covers the entire spectrum of copywriting and sales, but aimed specifically to the promotion of legal services.

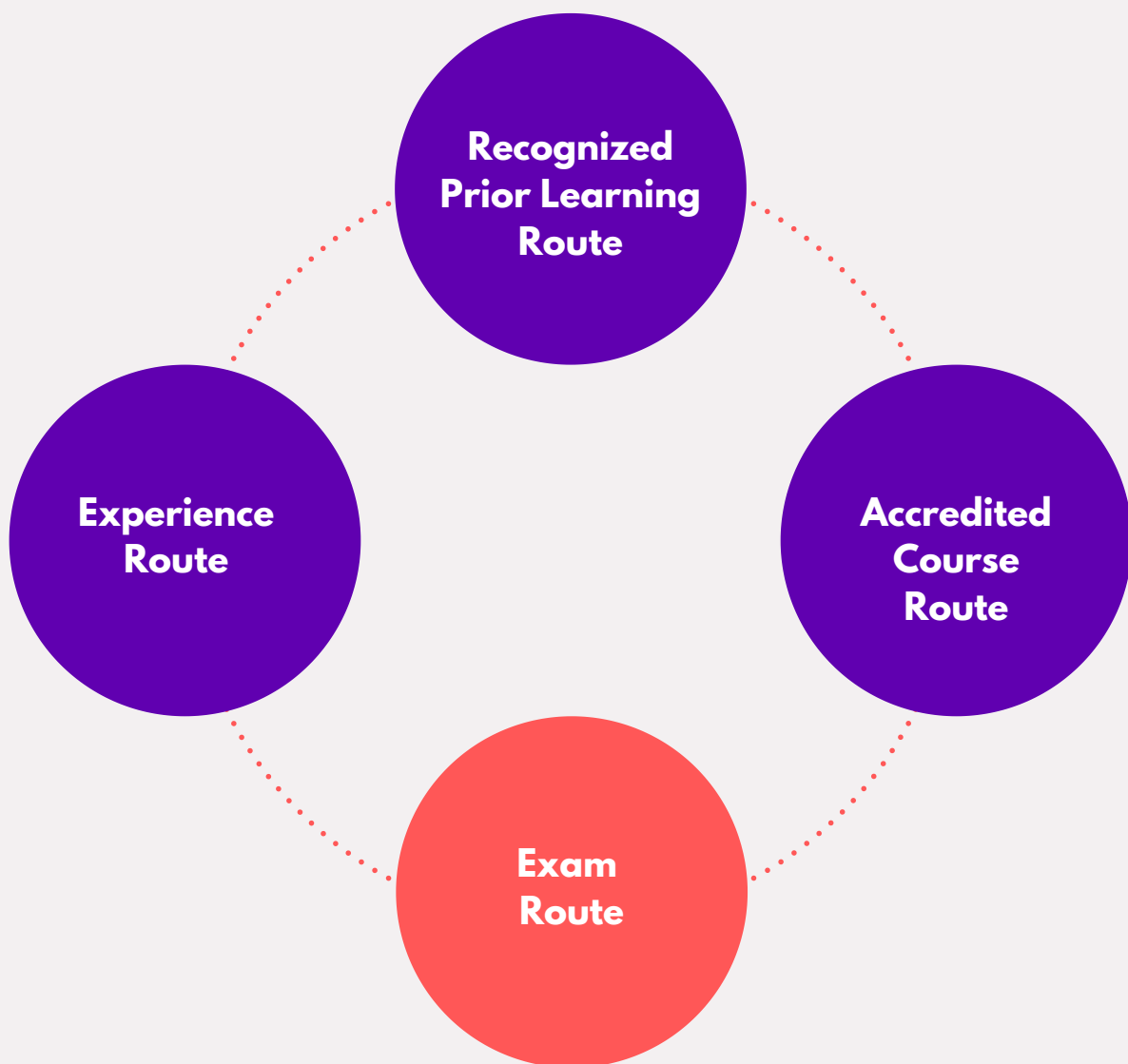
The CLC certification exam is solely based on the **Become a Legal Copywriter** publication which is an official Institute's publication and serves as the official study material for the certification exam (in case you choose the exam route to become certified).



How the certification process work

The Legal Digital Marketing Institute makes available 4 routes to obtain the Certified Legal Copywriter™ (CLC) credential to qualified candidates. The 4 routes are as follows:

- Recognized Prior Learning (RPL) Route
- Experience Route
- Exam Route
- Accredited Course Route



Recognized Prior Learning (RPL) Route

To qualify for this route, you must be or have:

- Be a qualified Lawyer (**required**)
- Have obtained at least 10 hours of sales education in the last 2 years (**required**)

The education obtained could be from different sources including courses, seminars and/or classes in any format available.

Marketing and sales are evolving too fast; therefore, it is required to have completed the education for the RPL Route in the 2 years prior to applying for certification.

Within the **LDMI CLC Application Form**, you will find instructions on how to provide the necessary evidence to support your application.

You can request the form by contacting **support@legaldminstitute.org** or by downloading it directly from the **Resources** page on the LDMI website.
(www.legaldminstitute.org/resources)

Experience Route

To qualify for the Experience Route you must:

- Demonstrate that you have at least 1 year of experience providing copywriting and/or sales consulting services to legal service providers or have worked as a salesperson or sales consultant for a legal service provider.

The experience component can be demonstrated by an updated resume and must contain:

- Only relevant information to your application (experience in copywriting and sales for legal service providers)
- A link to your linkedin profile

In the **comments** section of the **LDMI CLC Application Form**, you can add any additional information that you consider relevant to your application.

Accredited Course Route

Once you complete an accredited course delivered by one of our accredited training providers, you can apply for the CLC designation by filling the **LDMI CLC Application Form**.

In your application you must provide the following information:

- LDMI ID
- Course Name
- Number of Hours
- Format
- Date of Completion
- ATP Name

Once you sent us the application, we will process it within 1 business day. If the application is approved we will issue your CLC certification and badge.

Exam Route

You can obtain your certification and badge by completing a **50 questions** online exam based on the syllabus of the **Become a Legal Copywriter** publication. You will have **60 minutes** to complete the exam and you need to score at least of **70%** to pass the assessment.

Once you have completed your exam you will obtain the result immediately. To protect the exam integrity, no feedback will be given after completing the exam except for the percentage of right answer obtained.

After you have passed the assessment you will receive automatically your CLC certification and badge electronically, within 1 business day.

In order to take to assessment you can purchase the CLC Exam access directly through the **Exam Portal** available on the LDMI website (www.legaldminstitute.org/exam-portal).

If you have any questions before purchasing your CLC exam access you can contact us at **support@legaldminstitute.org**

How the certification process work

The certification process is divided into 4 steps. The steps are as follows:

Step 1: Request an LDMI ID

Step 2: Choose your certification route

Step 3: Apply for the CLC designation

In order to apply to your chosen route for certification, you need to request or download the **LDMI CLC Application Form** and fill it out. Once filled out you must send it to us for review and approval.

Step 4: Pay the certification fee and get certified!

After your application for certification has been reviewed and approved, you can proceed to pay the certification fee through the Exam Center Payment Portal. Once the payment has been processed successfully, you must send us an email with the payment confirmation so we can proceed with issuing your CLC credential and badge.

Note: The Exam Route does not need an application. You can purchase the exam access directly through the Exam Center Payment Portal and then proceed to take the assessment. Upon passing you will receive your CLC certification and badge within 1 business day.

CLC Exam Information

The CLC exam contain **50 questions** in the following formats:

- Multiple Choice
- True or False
- Scenario questions

You will have **60 minutes** to complete the assessment and you need a score of at least **70%** to pass.

Your score will be provided immediately after completing your assessment.

The exam content is solely based on the **Become a Legal Copywriter** publication which is available for purchase at Amazon and Barnes & Nobles.

You can purchase your exam access directly through the Exam Portal (www.legaldminstitute.org/exam-portal) and then take the assessment.

You will have **2 exam attempts** included with your exam purchase.

Membership through Certification

Upon obtaining your CLC designation through any of the available routes you will be entitled to a 1-year free membership with the Institute. It is up to you, if you want to continue your membership after the first year has passed.

With your membership, the Institute will issue you a membership badge (MLDMI) and a certificate of membership for the initial 1-year period. Additionally, you will be entitled to display the MLDMI post-nominal letters after your name.



Use of your CLC credential

Once you achieved your certified status, you can display your badge and certification through social media channels. Through the **Accredible** platform you can share your certification and badge through different social media channels so employers, recruiters, educational institutions and/or any interested person can verify your achievement.

Additionally, you can use the CLC post-nominal letters after your name, and display the digital badge in business cards, promotional material, resumes, linkedin profile, email footer, website footers, etc.

Important Notice

- You cannot display the CLC post-nominal letters and the digital badge, if your certification has expired
- Remember to use CLC post-nominal letters and the digital badge in a professional and ethical manner
- When you receive your CLC certificate and badge, we will send you detailed instructions on how to use your CLC designation
- The CLC credential is valid for life

Certification fee

The current CLC certification application fee for any of the available routes is **USD 147.00**.

Exam Center

The Exam Center functions as a payment platform for your membership and certifications and for taking certification exams.

Ethics and Professional Conduct

It is your responsibility as a CLC designation holder, to act in a professional and ethical manner. Remember, that acting ethically and demonstrating professionalism will help you achieve your professional goals faster and help you gain recognition in the legal community.

About Accredible and Credential.net

All LDMI's certifications and badges are issued through the Accredible platform and Credential.net, so yourself, employers, recruiters and anyone interested are able to verify your certification status and achievements.

The certificates and badges issued by LDMI through the Accredible and Credential.net platform are as follows:

- Certified Legal Digital Marketer™ certificate and badge
- Certified Legal Copywriter™ certificate and badge
- Legal Marketing Fundamentals™ certificate and badge
- Membership of the Legal Digital Marketing Institute (MLDMI) badge
- Fellow of the Legal Digital Marketing Institute (FLDMI) badge
- Accredited Training Provider (ATP) badge

Companies and Institutions that uses Accredible

Google Cloud, Purdue University, Hootsuite, Digital Marketing Institute, Docker, Rosetta Stone, among others.

Please visit www.accreditable.com and www.credential.net for more information.



CLC

 **Legal Digital
Marketing Institute**

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support@legaldminstitute.org