**[DUI Referral Letter to Former Clients, With Fact Sheet and Referral Discount Cards]**

[Client Name

Street Address

City, State Zip]

Dear [Former Client],

I hope this finds you well.

We’ve not spoken since the conclusion of your case [last month]. If you have any follow-up questions or concerns, please call me. You can always reach me at ###-####.

I’m writing today to pass along a free copy of my **Alcohol Awareness Fact Sheet**.

You know, of course, that you should never drink and drive. In theory, this should be an easy choice. In reality, though, “never” can be a hard rule to abide. You want to have a good time when you’re out with your friends or entertaining clients. You also want to be a responsible adult and get home safely. It can be difficult to strike a balance. The line between “impaired” and “not impaired” is thin, and it is easy to cross that line unknowingly and unintentionally. The Alcohol Awareness Fact Sheet provides practical information you can use to help you make better, safer choices when you are going to be out drinking.

You will see that I have enclosed 5 copies of the Alcohol Awareness Fact Sheet. One is for you to keep. The other four are for you to give to your friends and family. Alcohol awareness is important for every driver on the road. According to the National Highway Traffic Safety Administration, more than 10,000 people died in alcohol-impaired driving crashes in 2012. Given how easy it is to have one drink too many, your friends and family will appreciate your efforts to keep them safe and help them be responsible drivers.

Finally, along with the Fact Sheets, I have enclosed 4 **Referral Discount Cards**. If your friend or family member should ever need to speak with an experienced DUI attorney, the Referral Discount Card entitles him to a free [one-hour] consultation with me – no strings attached. If he decides to retain me to handle his DUI case, the Card entitles him to a one-time [$100] discount on the legal services I provide. To use the Card, your friend or family member simply has to call the number on the card and explain his situation.

**In Closing**

I hope you find my Alcohol Awareness Fact Sheet to be useful and informative. If you have any questions about it, please call me. I’d be happy to talk with you.

I thank you for the confidence you showed in me as we worked through your DUI case, and I thank you, in advance, for distributing the Fact Sheets and the Referral Discount Cards to your friends and loved ones. A referral from a valued client is the highest praise, and I am truly grateful for your endorsement.

Best regards,

[Attorney]

P.S. Please be sure to give the Fact Sheets and the Referral Discount Cards to your family and friends at your earliest opportunity. Don’t wait for trouble to strike. Help them be safe and responsible drivers, and avoid trouble altogether.

P.P.S. Referrals are a big part of the way I maintain and grow my practice. I very much appreciate your help with this. Please be sure to write your name on the Referral Cards, so I can personally thank you for any client you send my way.

**Alcohol Awareness Fact Sheet**

Prepared for you by:

**Attorney**

**Contact Information**

***FACT: In every state, it is illegal to drive with a blood-alcohol concentration (or “BAC”) of .08% or higher.***

Your blood alcohol concentration is the amount of alcohol in your system; it reflects your level of intoxication by measuring the weight of alcohol in a certain amount of blood. Your BAC also can be determined, indirectly, by measuring the alcohol on your breath or in your urine.

***FACT: Your BAC is affected primarily by******how much you drink****,* ***over what period of time***.

It’s common sense. The more you drink, and the faster you drink it, the higher your BAC will be. The average person metabolizes alcohol at the rate of about one drink per hour. If you drink more than that, your BAC will rise.

***FACT: A woman will tend to have a higher BAC than a man who consumes the same amount of alcohol.***

This is due, in part, to the fact that women tend to have less water and more body fat per pound than do men. Thus, for example, a 140-pound male who has two drinks in an hour will have a BAC of about .038. A 140-pound female who has the same number of drinks in the same amount of time will have a BAC of about .048.

***FACT: The more you weigh, the slower your BAC will rise.***

The heavier you are, the more water you have in your body. This water dilutes the alcohol and lowers your BAC. Conversely, the less you weigh, the faster your BAC will rise.

***FACT: Alcohol absorption is slowed if you have food in your stomach.***

Alcohol is absorbed through the stomach and small intestine. For normal social-type drinking, the highest BAC is usually achieved within 30-60 minutes after you have stopped drinking. If, however, you eat a large meal with your drinks, absorption may take up to two hours. Bottom line: Don’t drink on an empty stomach.

***FACT: A drink is a drink is a drink.***

What you drink impacts *how fast* your BAC rises, *not whether* your BAC rises.One “drink” is equal to approximately one-half-ounce of alcohol, which is equal to approximately:

* 1 shot (1.25 ounces) of distilled spirits (e.g., whiskey, brandy, rum, gin)
* 1 glass of wine (4-5 ounces) (Caution: A large wine glass can hold 8-10 ounces.)
* 1 beer (12 ounces)
* 7 ounces of malt liquor
* A Solo cup is equal to 1-1/3 beers. Mixing a drink in a Solo cup by pouring alcohol to the first indentation line (4 ounces) is the equivalent of 3 drinks.

Generally, the higher the alcohol concentration of the beverage, the faster it is absorbed and enters the bloodstream. Thus, all things being equal, a shot of tequila (at roughly 40% alcohol) will make your BAC rise faster (i.e., make you feel intoxicated faster) than a bottle of light beer (at roughly 4% alcohol).

***FICTION: I had just a few beers. I’m fine.***

The number of drinks consumed is a poor indicator of intoxication because, as noted above, this is just one of many factors that affect your BAC. Here are some general guidelines:

* A 130-pound woman typically will be over the legal limit if she consumes 3 drinks in an hour [2 drinks per hour = ~.053; 3 drinks per hour = ~.088].
* A 185-pound male, by comparison, is likely to be under the limit after 3 drinks in an hour, but over the limit after 5 drinks [3 drinks per hour = ~.045; 5 drinks per hour = ~.085].

***FICTION: I can hold my liquor. Alcohol doesn’t really affect me.***

Alcohol affects everyone. As your BAC climbs closer to and surpasses the .08 limit, you will feel the effects of the alcohol in the form of impaired balance, coordination and reaction time; you also may have some minor difficulty with your speech, vision and/or hearing. Your judgment and self-control will be affected, as will your reasoning ability and your memory. The higher your BAC climbs, the more severe and pronounced these effects will become. Depending on your personal situation, all of these effects may be relatively mild initially, even as your BAC approaches the legal limit. In fact, you may believe you are just fine, but your inability to recognize you are impaired is, in and of itself, a sign of impairment.

***FICTION: If I can walk to the car on my own, I can drive the car. A few drinks won’t affect my driving.***

You don’t have to be legally impaired for the alcohol you’ve ingested to affect your driving. Even a small amount of alcohol can result in diminished driving skills.

* A BAC as low as .02% reduces your ability to perform two tasks at once and to track a moving target with your eyes.
* A BAC of .05% generally results in difficulty steering your vehicle and a slowed response to emergency driving situations.
* A BAC of .08% means you are likely to have difficulty controlling your speed and a noticeably reduced reaction time.

As your BAC rises higher than .08%, you will have significant difficulty with basic driving tasks (e.g., staying in your lane, braking when necessary) and a markedly reduced reaction time.

***FACT: There is only one sure way to avoid putting yourself and others in danger when you have been drinking: Don’t drive or get in the car with a driver who has been drinking.***

Take these steps to protect yourself and your loved ones:

* *Before* you start drinking, designate a driver.
* Stay in. Have friends over or visit friends at their home. Make arrangements for guests to spend the night.
* Call a friend, family member or taxi for a ride. In our area, you can call [taxi or Safe Ride service], at this number: \_\_\_\_\_\_\_\_\_\_\_\_.
* Make sure your kids know they can call you for a ride – any time of the day or night – if they or their friends have been drinking.

**Referral Discount Card**

**[Attorney’s Name]**

**DUI Attorney**

**[Address]**

**[Phone, email]**

You have been referred to me by a trusted client.

This card entitles you to a **FREE, [ONE-HOUR] CONSULTATION** with me – **NO STRINGS ATTACHED**. During this meeting, we can discuss your situation and your legal options. I will give you my full attention and answer your questions to the best of my ability. This free consultation is a [$200] value.

In addition, if you should decide to retain me to defend you against DUI charges, this card entitles you to a one-time **[$100]** **DISCOUNT ON LEGAL SERVICES I PROVIDE**.

**Expires: [date]**

[Side 2]

To get your **FREE CONSULTATION** (a [$200] dollar value) and your one-time **[$100] DISCOUNT ON LEGAL SERVICES I PROVIDE**, just call my office (###-###-####) and tell my assistant, \_\_\_\_\_, that you have a Referral Discount Card and you would like to schedule an appointment. Bring this card with you to the consultation.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Referred by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Expires: [date]**