

MARKETING

2016

GUIDE

FOR FAMILY LAWYERS

Marketing Your Family Law Firm

Video Marketing for Family Lawyers

Stop Throwing Your Marketing
Money Away

Losing Business One Client at a Time

How Good is Your Website?

Stand Out from Your Peers

Designing Your
Marketing Plan

Social Media and
Online Marketing

Branding Your
Family Law Firm



www.DivorceMarketingGroup.com



We Strongly Recommend

“Divorce Marketing Group has been the driving force in developing our strategic marketing plan which has grown our firm from 6 to 18 attorneys.”



“We could not have done it without their guidance and support. As the Managing Partner of our firm, I personally recommend Divorce Marketing Group to many of my colleagues throughout the country. Divorce Marketing Group really understands how to market family law firms.”

– Steve Mindel, Managing Partner
Feinberg Mindel Brandt & Klein, California
A Divorce Marketing Group client of 15 years

“They will help you grow your business into the future before you even know what the future is.”



“I cannot give a greater endorsement of any business than Divorce Marketing Group. They will help you grow your business into the future before you even know what the future is. They are client-focused marketing professionals whom you can count on.”

– Joy Feinberg, Partner
Boyle & Feinberg, P.C., Illinois
A Divorce Marketing Group client of 16 years

Divorce Marketing Group

“**Divorce Marketing Group is an essential component of our law firm’s marketing, and its people are trusted advisors.**”



“For years, we have counted on DMG to assist us with our marketing needs. They have helped us by building and managing our firm’s website, promoting us in *NJ Divorce Magazine*, on *DivorceMag.com* and on *FamilyLawyerMagazine.com*. DMG has also provided us with valuable resources we can share with clients and prospective clients. We are pleased to recommend DMG, and are hopeful that other firms can benefit from their expertise.”

– *Sheryl Seiden, Partner
Ceconi & Cheifetz, LLC, New Jersey
A Divorce Marketing Group client of 13 years*

Contact Divorce Marketing Group today and ask how our products and services can help market your law practice.

OUR PRODUCTS

Divorce Magazine
Family Lawyer Magazine
10 Divorce Guides
Divorce eNewsletter
www.DivorceMagazine.com
www.FamilyLawyerMagazine.com
www.DivorcedMoms.com
www.MarriageAndSeparation.com
www.ChildrenAndDivorceGuide.com
www.MoneyAndDivorceGuide.com
www.TheDivorceSchool.com

OUR MARKETING SERVICES

Website design and content
Smartphone website design
Blog site design and content
Video production and marketing
Podcast production and marketing
Webinar production and marketing
Lead generation/Pay-Per-Click ads
Online reputation enhancement
Social media marketing
Logo and firm brochure design



**Focus on your practice.
Trust the marketing to us.**

Dan Couvrette

DanC@DivorceMarketingGroup.com

A NOTE FROM THE AUTHORS

This is the second edition of our **Marketing Guide for Family Lawyers**. In 2015, we decided to create this *Marketing Guide* for three main reasons, which remain unchanged:

1. Marketing is essential to the business of being a family lawyer. Our goal is to provide a roadmap that will help you establish an effective marketing plan for your firm.
2. Little or no time is devoted to the subject of marketing at most CLE events.
3. We want to introduce you to our broad range of marketing products and services, all of which are highly relevant for the success and growth of your firm.

The Internet has made researching family lawyers and legal options easy and convenient. Before selecting or contacting a family lawyer, divorcing individuals are doing their own due diligence, including Googling your name, even if you came recommended from a trusted source. Online, what your prospective clients see is a very crowded and competitive marketplace; one where it is difficult to distinguish the best and most-experienced family lawyers who provide great service, from the less-experienced ones whose services are mediocre.

As you read this *Marketing Guide*, you probably noticed some recurring themes about the complex and overlapping nature of marketing. You will see references to your website, social media, your referral sources, distinguishing yourself from other family lawyers, etc. throughout the articles. This is because successful modern marketing has many facets, all of which work together to create the complete picture of a thriving, trustworthy business.

Our 20-year history as a marketing agency for family lawyers and publishers (of *Divorce Magazine*, *Family Lawyer Magazine*, and seven divorce-related websites) qualifies us to provide you with this special *Marketing Guide*. We have worked with a large cross-section of family law firms – including successful ones that want to stay ahead of other family lawyers, firms that have lost market share to competitors, family lawyers who are starting their own practices, and law firms that want a one-stop marketing solution. We know your business – and the needs of divorcing people – better than any other marketing agency.

We hope you will find the information contained within this *Marketing Guide* to be of value to your practice and that you will reach out to Divorce Marketing Group when you are ready to create a successful new marketing program for your firm.

About the Authors: Martha Chan and Dan Couvrette

Martha Chan and Dan Couvrette are marketing experts for family lawyers and divorce professionals. They are the owners of Divorce Marketing Group, a marketing agency dedicated to promoting family lawyers and divorce professionals. Divorce Marketing Group also publishes *Family Lawyer Magazine*, *Divorce Magazine*, *DivorceMag.com*, *DivorcedMoms.com*, *FamilyLawyerMagazine.com*, *TheDivorceSchool.com*, *MoneyAndDivorceGuide.com*, and *ChildrenAndDivorceGuide.com*. Both of them are popular speakers and have presented at conferences and seminars attended by U.S., Canadian, and international family lawyers, AAML members, CPAs, Certified Divorce Financial Analysts, mediators and therapists.



Martha has been a marketer and consultant for more than 35 years and has provided her marketing expertise to many fortune 500 companies. She was the Director of Strategic Planning and Development and Card Marketing for American Express. She has been the V.P. Marketing of Divorce Marketing Group for more than 10 years.



Dan is the CEO of Divorce Marketing Group and the Publisher of *Family Lawyer Magazine* and *Divorce Magazine*. He has been marketing family lawyers and divorce professionals exclusively for 20 years, and he has been featured on numerous TV and radio programs and in publications across the United States and Canada.

They can be reached at 866.803.6667 or via email at danc@DivorceMarketingGroup.com, marthac@DivorceMarketingGroup.com or via their website at www.DivorceMarketingGroup.com

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15 Signs You Are Throwing Your Marketing Money Away

Stop wasting your marketing money and start looking into the most effective ways to market your family law practice.

Our marketing agency offers a free, half-hour consultation to family lawyers interested in using our marketing services. During this initial consultation, we ask a lot of questions before making any recommendations. Having talked to hundreds of family lawyers annually for 20 years, we have learned that the majority of family law firms need help with marketing their practice – yet, for various reasons, they do not seek it. Of the firms who do spend money on marketing, many of them end up basically throwing their money away. Here are 15 warning signs that your family law firm may be at risk of doing the same.

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1. You respond to emails that guarantee you will be on page one of Google.

Almost every month, if not every week, you receive spam emails from companies offering SEO (Search Engine Optimization) services that will put your law firm on Page One of Google search results. These companies often charge “one low fee”, and promise results within a few months – plus a guarantee! Most family lawyers who talk to these companies do not know what SEO is, let alone how complicated and nearly impossible it is for their 15-page website to get on the first page of Google.

Google does not give out the formula to beat its secret and ever-changing algorithm to any company so they may achieve and guarantee such success. Don't be dazzled by what you read in these emails and commit to even a short contract.

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2. You respond to emails guaranteeing thousands of visitors through a pay-per-click campaign, or a listing on a directory.

We have several clients who had previously been unable to resist such tempting offers and wound up spending tens of thousands of dollars while receiving little in return. You might be surprised to learn that some of these service providers are well-known, major companies – not fly-by-night operations.



We have reviewed the online reports these companies offer, and have contacted them to inquire why the traffic was not even 5% of what was promised to our client. The standard reply is that they do not promise anything, and only provide estimates. Secondly, when asked what percentage of the budget was actually spent on buying the ads versus the fees for managing the pay-per-click campaign, two of these service providers stated that it was “industry standard” to not disclose such information.

There was one client whose report indicated a large volume of calls from the pay-per-click campaign, yet our client had no recollection of this. A closer look revealed that all phone calls made to our client’s office were under 10 seconds in duration. When this issue was raised with the provider, the duration of phone calls on the reports immediately became much longer, and a reporting error was cited!

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3. You do not check your marketing results even when they are measurable.

Not all marketing efforts produce specific and measurable results, and you may be doing it more for branding purposes. But, if you can measure your results (and these reports are available online), you should definitely review them. If the reports seem too confusing, or you don’t have the time to review them, it is well worth hiring someone to analyze them for you.

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4. You pay thousands of dollars every year for website hosting.

We cannot fathom why so many law firms are okay with paying thousands of dollars every year to have their website hosted. (By comparison, our firm charges a few hundred dollars per year.) Imagine the amount of marketing you can do with a few thousand extra dollars a year!

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5. Your website is not mobile-friendly.

These days, more people are accessing the internet from their mobile devices than from desktop

computers. This trend has been developing for years, and as a result, responsive websites have become increasingly popular. (“Responsive” and “mobile-friendly” are not the same thing: you can have a mobile-friendly site without redesigning your entire website.)

If your website is not mobile-friendly, mobile visitors are likely to leave for competitors whose websites are. Furthermore, since April 2015, Google has been favoring mobile-friendly websites when displaying search results. So if your site is not mobile-friendly, then there is not much point to spending money on SEO, pay-per-click, and online listings.

To learn more about this, and to test if your website is considered mobile-friendly by Google, please read this article: www.familylawyermagazine.com/articles/is-your-website-smartphone-friendly.

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6. You do not add fresh content to your website regularly.

Google likes websites that add fresh content on a regular basis. The majority of law firm websites are stagnant – and some of them have not been touched since they were built! This is bad for your Google ranking.

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7. You pay to have mass-produced blog posts added to your website.

Many family law firms think they have #6 beat by paying to have blog posts automatically added to their website “on their behalf”. The problem is that these blog posts are manufactured by someone who does not know you, they do not showcase or represent your knowledge and personality, and they are irrelevant to the law firm’s current and prospective clients. Why throw your money away in this manner when you could use it to create highly unique and relevant content for an entire year using podcasts and videos? You wouldn’t even need to write a single word.

Take the time once a year to plan your marketing for the next 12 to 24 months. Review your business goals, consider what kind of clients you wish to attract, then create a marketing strategy and budget that will move you towards those goals.

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8. You do not have a website.

This is 2016. If you still do not have a website, and you are spending money on marketing, you are definitely throwing your money away.

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9. You cannot be found online even when your name is Googled.

Most prospective clients – even those who were referred to you – will Google your name before calling you. If you cannot be found online, and you have no social presence (LinkedIn, Facebook, Twitter, or a blog), you won't make a good first impression – and it may cause your prospective client to call a competitor who *does* have a good online presence.

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10. There are bad comments, poor ratings, and inaccurate information about you online.

You are your Google results. You need to spend some of your marketing budget on finding web pages with poor reviews and information about you. We have come across many web pages showing our clients working for their previous employers with old contact information – all unbeknownst to them!

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11. You do not have a plan that ensures you get regular referrals.

The majority of family lawyers rely heavily on referrals. A good marketing strategy that nurtures your referral sources and helps you stay top-of-mind with them can prove to be more cost-efficient and effective than chasing after new clients on your own.

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12. You have done marketing, but on an ad-hoc basis.

Many family law firms do not create a marketing plan, and so they often end up buying from the most aggressive salespeople who call on them the most often. They might end up doing an online pay-per-click advertising campaign for a while, then switch to Search Engine Optimization, and then try advertising in local publications.

Good salespeople will have prepared pitches that make a compelling argument for you to purchase their products or services – and in most cases, what they are selling will benefit your firm to a greater or lesser degree. Some of them also offer huge discounts with tight deadlines. “If you commit within the next 24 hours, your advertisement will be half-price!” When you assess these offers one at a time – under time pressure and without an overall strategy or goals – you really cannot tell if what they are offering is better than other marketing opportunities.

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13. You do not know how effective your marketing campaigns have been.

We have heard this innumerable times during our initial marketing consultations: “I have no idea how much I have spent, on what, and whether it worked or not.” We think of this as throwing your marketing money against the wall, and not bothering to see what sticks.

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14. You keep changing your ads and service providers.

Your marketing message needs to be consistent across all of your marketing efforts: your website, firm brochure, blog posts, enewsletters, and all the advertisements you may run in multiple publications and websites. Most family law firms do not have a big enough advertising budget for their ads to suffer from fatigue due to overexposure, so you do not have to keep changing your ad. And if you keep changing your service providers, then you need someone to help you make intelligent choices.

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15. You do not have a marketing strategy based on your business goals.

There is a saying: “If you don't know where you want to end up, just start walking, because any direction will do.”

We recommend that you take the time once a year to plan your marketing for the next 12 to 24 months. Begin the process by looking at your business goals, review what kind of clients you wish to attract, then create a marketing strategy and budget that will move you towards those goals. Because so many family lawyers prefer lawyering over marketing, we suggest that even if you have found a service provider you want to trust your marketing with, you should consider hiring a marketing agency – and designating someone in your firm to coordinate with your marketing agency – so that decisions can be made and acted upon in a timely manner. ■



Our Clients Strongly Recommend Divorce Marketing Group



Randall Kessler, Family Lawyer, Partner
Kessler & Solomiany, Georgia

A Divorce Marketing Group client of 5 years

“*Divorce Magazine/DivorceMagazine.com* has been a wonderful resource for us and our clients. **Their articles are timely and relevant and the exposure we and our peers get through these publications has been tremendous.** I am so glad we have been involved with *Divorce Magazine/DivorceMagazine.com*.”



Patricia Carter, Family Lawyer, Partner
Short Carter Morris, LLP, Texas

A Divorce Marketing Group client of 6 years

“Short Carter Morris has been using the marketing services of Divorce Marketing Group for six-plus years. **Their marketing products and services are 100% focused on the subject of divorce and their intimate knowledge of the subject is evident** in the monthly e-newsletter and ten unique divorce guides they make available to our firm.”



Jay Frank, Family Lawyer, Senior Partner
Aronberg Goldgehn, Illinois

A Divorce Marketing Group client of 15 years

“Our firm has worked with Dan, Martha and Divorce Marketing Group probably for close to 15 years now and we are very, very satisfied. They have been absolutely terrific. **We’ve gained exposure in *Divorce Magazine* that has helped our name-brand and provided some referrals as well.** Dan and Martha have given us some internal marketing tips that we’ve used to great success. It’s been a wonderful association and we’re looking forward to another 15 years.”



**Focus on your practice.
Trust the marketing to us.**

Contact Us for Your Free Initial Marketing Consultation • 866.803.6667 x 124
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Losing Business One Client at a Time



Embracing technology and marketing can ensure your family law practice succeeds – both now and in the future. It's up to you to change and adapt.

A series of changes – most of them starting small and slow-moving – turned into an avalanche that brought many businesses to their knees over the last 15 years. The newspaper industry is a case in point; many newspapers could have avoided having to downsize to the point of extinction – or at least minimized the effects of change – by being proactive and adapting to current trends.

Many established family law firms have made the same error of practicing “business as usual,” and they have seen a decrease in the quantity and/or quality of their clients. These firms are losing clients – or not getting the calibre of clients they hope to attract – because:

1. More marketing-savvy lawyers are taking business away from them, regardless of how skilled or experienced these old-school lawyers are.
2. The Internet has dramatically increased the public's access to information on legal issues, resulting in many more do-it-yourself divorces.

3. The Internet has had a significant impact on how a prospective client finds and chooses a family lawyer. Many lawyers are difficult to find in Google searches – which means they aren't being found by prospective clients.
4. Lawyers who once only dabbled in family law are taking on more divorce cases to offset business lost in other practice areas.

We've been helping family lawyers market their services for 20 years, and we've noticed that most lawyers and firms have been reactive rather than proactive in the face of change. This is particularly true of more established law firms that have traditionally relied heavily on word-of-mouth referrals for their business. These firms are most likely to lose business to new lawyers and law firms who are aware of the need to market their practices, and who take advantage of the best technology has to offer.

Are Family Law Firms Adjusting to Change?

Over the last five years, we've spoken with hundreds of established family lawyers across the United States at family law CLE events at the state, national, and international level: from state bar associations to the ABA to the AAML to the IAML. Almost without exception, all of the family lawyers we spoke to agreed that

their family law practice has changed – and that it will continue to change. Many confirmed that:

1. Business is not as robust as it was 5 to 10 years ago.
2. It has become more of a challenge to secure “quality” clients.
3. Increasingly, opposing counsel are lawyers they have never dealt with before, and they wonder how these lawyers managed to land the client.
4. Tried-and-true referral sources are no longer as dependable as they once were.

Our firm recently received a request for a marketing consultation through our company website from a family lawyer. “I’ve been a family law attorney for 41 years,” he wrote. “As I near the last 5 years of my career, I am interested in attracting quality clients, with money. I spend quite a bit on marketing, but less capable lawyers with more marketing savvy are attracting the clients I want.”

Do any of his comments ring true for your practice?

When asked what they were doing to adapt to these changes, most lawyers admitted they have done little or nothing. A very small percentage said they were revamping their websites, connecting more frequently with their referral sources, getting more active on LinkedIn, expanding their Facebook presence, and creating videos and podcasts to share with their clients and referral sources. Only a small percentage of lawyers are embracing technology to make them more effective and help them connect with their clients and prospective clients.

Is the Economy Still to Blame?

The fact that many areas of the country have still not completely recovered from the economic downturn explains why business has not been good, right? Well, not necessarily. Among our clients, we’ve seen examples of growth that would make a lot of family law firms envious. One client has grown from one lawyer to 28 in six years; another has grown from three to six lawyers; and another from 12 to 16 lawyers. There are also countless examples of family lawyers striking out on their own after working for other law firms.

Our firm has built websites for law firms, promoted their websites through search engines, social media, and pay-per-click campaigns, and redirected their advertising budget to targeted websites. We’ve also shown them how to enhance their reputation online and offline, generate leads, and stay in touch with their referral sources in a systematic manner.

Family lawyers who are embracing change and asking, “How do I prepare my law firm for the future?” will

likely thrive and take business away from family law firms who are not adapting. Lawyers who say that they plan to devote time and money to marketing their firm “someday” – when they have the time or money – will likely blame the economy or some other external factor for the downturn in their business. Unfortunately, those excuses won’t pay the bills.

Embracing Technology and Marketing

A young family lawyer contacted our firm for help with marketing her yet-unnamed new practice. She was leaving a prominent firm to go out on her own; she told us that her old firm had “no interest in marketing,” which she thought was crazy in this day and age. She did not need to be convinced of the value of marketing – instead, she was asking how to best market herself. Within one day of contacting us, she retained our agency to:

- **Promote her services** – on DivorceMag.com, in *Divorce Magazine*, in *Family Lawyer Magazine*, and on FamilyLawyerMagazine.com.
- **Build her new practice a website** – and a better one than her former employer’s ignored five-year-old site.
- **Provide relevant content for her website** – to make it a meaningful resource for prospective clients. This includes writing the text and leasing a few of our *Divorce Guides* for her site. She understands how this information will benefit her clients and help her stand out, and she acknowledges that she lacks the time and marketing expertise to create this content herself.
- **Prepare and email her monthly newsletter** – to professional referral sources, clients, and prospective clients.
- **Help her increase her presence using social media** – this includes creating her Facebook page, Google+ page, updating her LinkedIn page, and showing her how to fully utilize all three.
- **Set her up as an expert guest blogger** – on our divorce-related blog to enhance her reputation.

This is what one young, sole practitioner is doing to take advantage of technology and to market a family law practice she has yet to name.

When you meet her – or somebody like her – as your opposing counsel, you won’t need to wonder how she got the case: you’ll know she did it by embracing technology and marketing to build her practice. She’s gaining new business – one client at a time. ■

Marketing Experts for Family Lawyers



“If you spend time and money on marketing, you will produce results. When you combine time, money, and our expertise, you will produce much better results.”

– Dan Couvrette, CEO, Divorce Marketing Group

100% Focused on Marketing Divorce Professionals to Produce Results

Divorce Marketing Group is the only marketing agency that is 100% dedicated to helping family lawyers and divorce professionals grow their practices. Among the hundreds of clients we have worked with are: family lawyers, mediators, business valuers, forensic accounts, CPAs, CDFAs, QDRO specialists, therapists, private investigators, and real-estate professionals. They range from solo practitioners to medium and large firms.

We have been promoting divorce-industry professionals to separated and divorcing individuals since 1996. Given our long, successful history in this niche, we understand the divorce market better than any other agency in North America. We can help you grow your practice by reaching divorcing people and divorce professionals with a wide range of innovative and effective products and services.

Attract Quality Clients + Secure and Develop Your Referral Sources

We will present your practice in the best light possible, telling your unique story in exactly the right way to attract the type of clients you desire. Our products and services will also keep you “top of mind” with the referral sources you wish to nurture and develop.

Let Our Experts Create and Implement a Custom Marketing Plan for you

If you are like most of our clients, you are very busy doing what you are good at – but you may have neither the time nor the expertise to market yourself effectively. We will custom-design and implement a marketing program for your practice based on your business objectives and budget.

Contact Us for Your Free Initial Marketing Consultation • 866.803.6667 x 124

and Divorce-Industry Professionals

OUR PRODUCTS

Divorce Magazine and Website

Published since 1996, *Divorce Magazine* is still the only publication targeting people who need your expertise. Market your services in the digital edition for your state or in the print edition (selected states only). With 5,000+ articles and expert answers to FAQs, DivorceMagazine.com is a comprehensive resource for divorcing people. Rates start at just \$195 a year for a listing in our Professional Directory.

Family Lawyer Magazine and Website

Published biannually and sent to 30,000+ family lawyers in every state, editorial and ads in *Family Lawyer Magazine* can enhance your reputation and generate referrals. FamilyLawyerMagazine.com is the go-to website for divorce professionals across North America.

Divorce eNewsletter

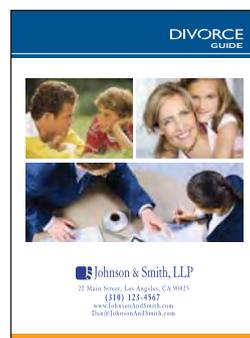
Our monthly eNewsletter for divorcing people will keep you top-of-mind with your clients and professional referral sources on a regular basis. The newsletters will also make your website a better resource for visitors to revisit and recommend to others.

DivorcedMoms.com

Reach women before, during, and after divorce through DivorcedMoms.com. With more than 5,000 pages of articles and blog posts, this is the largest online community devoted to empowering mothers.

Ten Divorce Guides

Each *Guide* contains 32 pages of professionally-written and designed articles, and they can all be customized with your firm's branding. Add them to your website – or use them as hand-outs to clients.



OUR SERVICES

Our Clients Rave About Us

Some of our clients have been with us since 1996 because they find us to be responsive, creative, and well-priced marketing experts. We're big enough to offer the complete range of marketing options you need, and small enough to always be there for you. Call us if you're tired of poor service or high fees from your current provider. We're the *only* marketing agency that specializes in promoting family lawyers and other divorce professionals to the divorcing public.

Website Design and Content

We know what divorcing people want and need, and we can provide you with relevant content that you cannot get anywhere else. With our design, your responsive website will automatically adjust to display properly on all computers and mobile devices.

Video Production & Promotion

Videos are a powerful tool you can use to promote your family law firm effectively. We produce high-quality videos that will set your firm apart from your competitors.

Podcast Production & Promotion

Our podcast program gives you valuable audio and written content you can add to your website – without having to write a single word yourself! Enhance your credibility by being interviewed by *Divorce Magazine* and *Family Lawyer Magazine*; we'll turn these interviews into podcasts and transcripts or FAQs and feature them on your and our websites.

Logo and Firm Brochure

We'll design your logo, then write, design, and print your firm brochure to match your website design.



**Focus on your practice.
Trust the marketing to us.**



Designing Your Marketing Plan

Having a solid marketing strategy and action plan is essential to your overall marketing success. Below are four basic steps we recommend you take to design your Marketing Plan.

STEP ONE: Define the prospective clients you desire

Clarify what makes your firm unique, and the benefits of choosing your firm, by asking and answering a series of questions, such as:

1. Who are your target clients? Are they average families or high-net-worth individuals? Entrepreneurs or professionals? Are you looking to target mostly women or men?
2. What distinguishes your practice from others? Is it your experience and areas of expertise? Is it the responsiveness and outstanding service you provide, or the competitive rates you charge? Does your firm excel at alternative dispute resolution, or is it more experienced in litigation? Does your team of attorneys possess any specialized knowledge, training or qualifications?
3. What are the benefits to your prospective clients in choosing your firm?

STEP TWO: Compose your positioning statement

A positioning statement is a short statement that captures what you do, who your clients are, and why they chose to retain your service. An example of an effective positioning statement is as follows: “We are a leading family law firm in X State with more than 50 years of experience in preserving the assets of high-net-worth individuals involved in complex divorces and family law disputes.”

STEP THREE: Develop your strategy

Your marketing strategy should focus on your potential clients, and should always strive to answer these questions:

1. What specifics do you have to support the claims made in your positioning statement?
2. Where will you reach your target clients and referrals? Will you find them online, offline, or both?
3. How should you speak to your prospective clients? Should your tone and manner be business-like, or a little friendlier and less formal?
4. What is the best way to engage your prospective clients: text, audio, video, or all three?
5. What is your marketing budget? Marketing isn't a one-time activity; it is ongoing, so you must budget accordingly.

STEP FOUR: Define and implement your action plan

1. Create lists of specific media, collateral materials, and the service providers you will use for your website, videos, blog, social media pages, e-newsletters, firm brochures, etc.
2. Determine dates for when you will need to complete the design of your website, advertisements, and all related items and projects.
3. Set a dollar amount for your budget and for each item on your list.
4. Decide who in your firm will be responsible for executing the different components of your plan.
5. Set target dates to analyze and review your results.
6. Set time aside to plan and implement your marketing program, and treat that time to be as important as the time you would spend working on client cases. ■

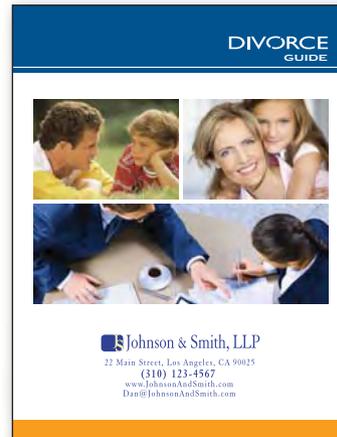
Enrich Your Website with these 10 Divorce Guides

Lease Our Divorce Guides

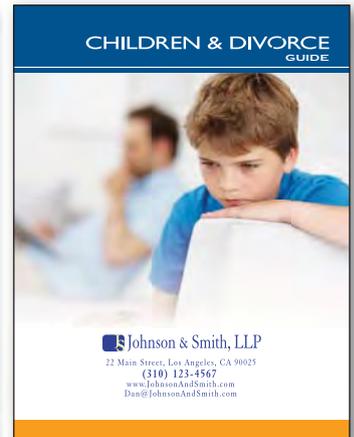
Professionally written and designed, these *Divorce Guides* can help you generate new business and referrals. These 32-page, full-color magazines offer useful articles to help your clients prepare and recover from divorce; at the same time, they promote your firm with contact information on the cover and a full-page profile of your firm inside. All ten are available as PDFs, and the *Comprehensive Divorce Guide* is also available as a printed magazine.

Offering these *Divorce Guides* on your website will differentiate you from your competitors, keep your firm top-of-mind, and encourage your clients and prospective clients to revisit your site – increasing the chances that your firm will be remembered, recognized, and retained.

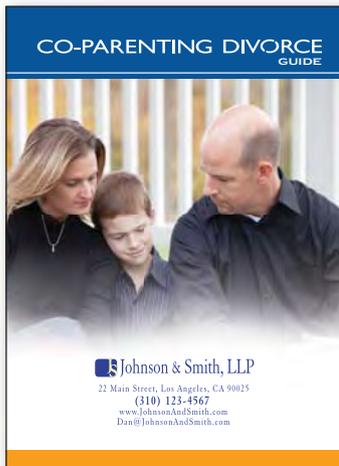
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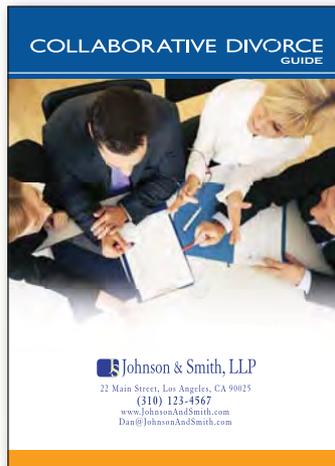
Children & Divorce Guide



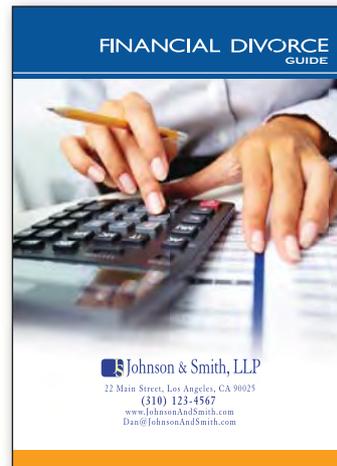
Co-Parenting Divorce Guide



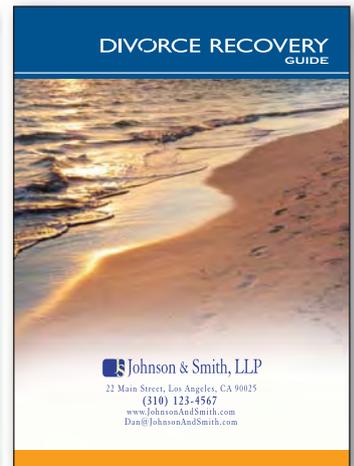
Collaborative Divorce Guide



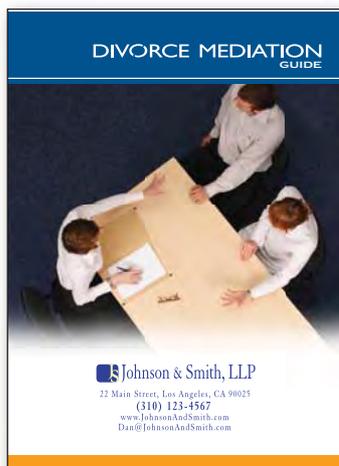
Financial Divorce Guide



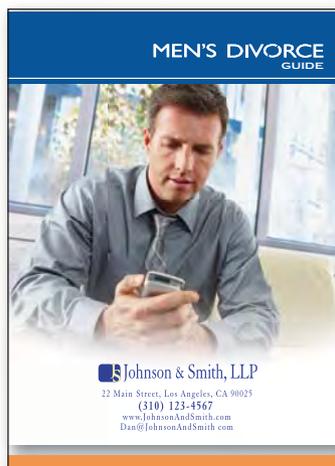
Divorce Recovery Guide



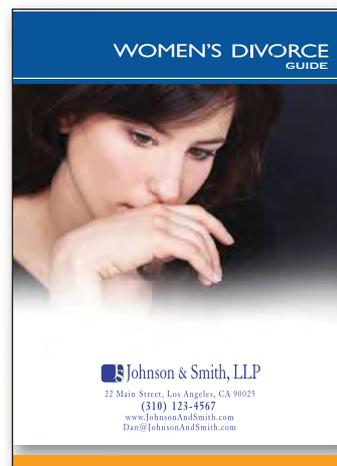
Divorce Mediation Guide



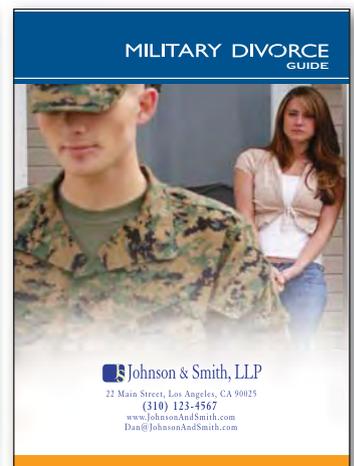
Men's Divorce Guide



Women's Divorce Guide



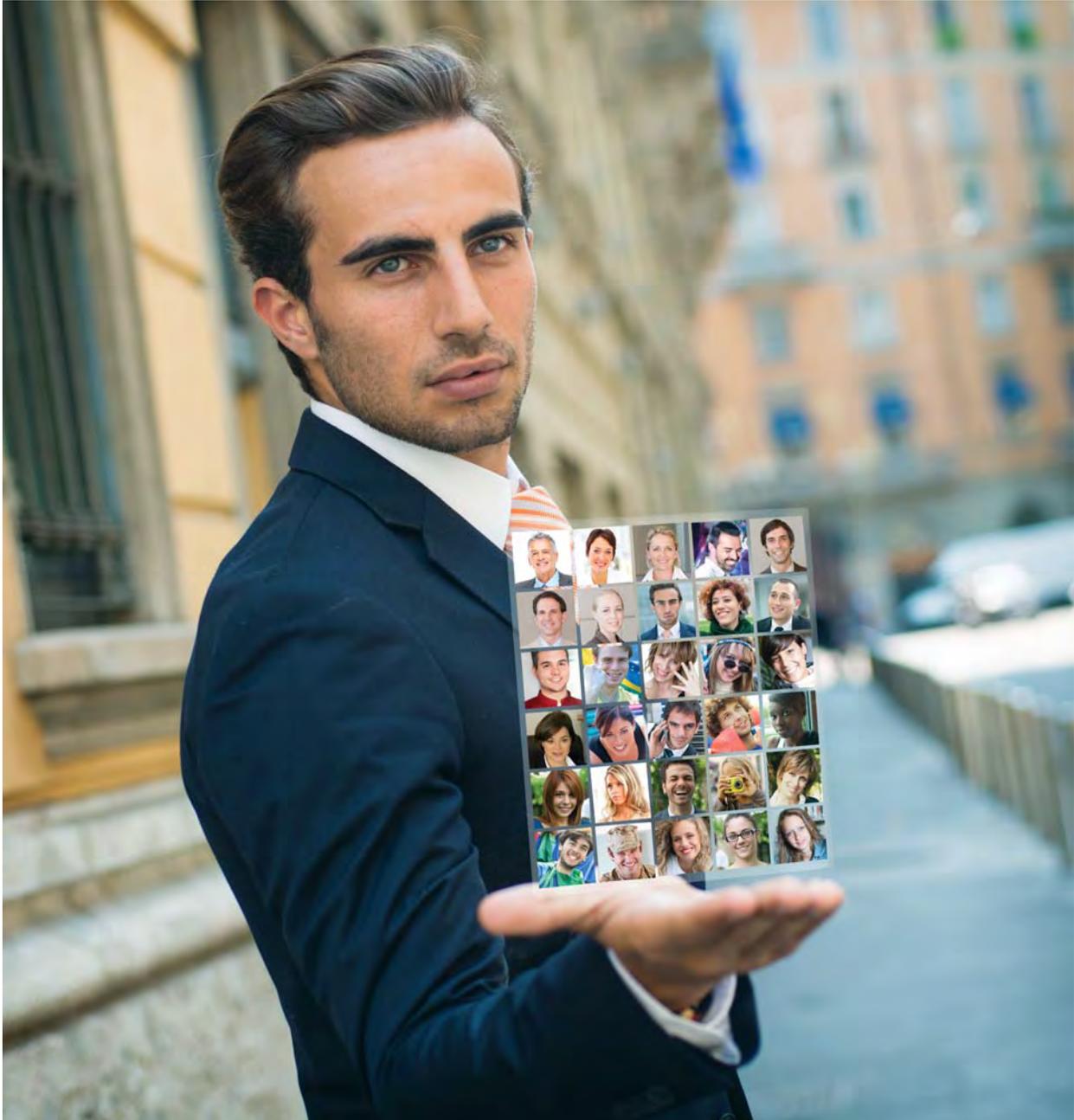
Military Divorce Guide



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Through Our Family of Websites



With 4,000+ pages of articles, FAQs, videos and podcasts by hundreds of family lawyers, mediators, financial experts, and other divorce professionals, DivorceMagazine.com has been the authoritative voice on divorce in North America since 1996; it's a great place to promote your practice.



Reach divorcing people who need your expertise through DivorcedMoms.com, the largest online community devoted to empowering mothers whose relationships have broken down. With 5,000+ pages of articles and blog posts, it is a highly active and growing community.



During divorce – especially high-asset divorce – being able to make intelligent and informed financial decisions matters a great deal, especially in the long term. Showcase your ability and experience on this website to help you attract the clients you desire.



Child custody and support are some of the most contested aspects of a divorce. Divorcing couples with children need guidance from family lawyers, custody evaluators, and financial experts they can trust. Promote your practice here so you can be found by parents who need your skills.



An online resource offering the legal, financial, emotional, and practical information every divorcing person needs. Divorce experts as well people who have successfully navigated the process offer advice via podcasts and videos – which are free to the public for two months every year.



This website helps divorce-industry professionals excel in their practices. Family lawyers and other professionals can share best practices and showcase their expertise, keeping them top-of-mind with referral sources.

Call to have your firm featured on our six divorce websites!

Dan Couvrette

DanC@DivorceMarketingGroup.com

Video Marketing for Family Lawyers

Videos need to be a part of your marketing strategy now. Learn how to ensure you have the best quality videos for your law firm.

According to research data released on October 7, 2015 by Statisticbrain.com, there were 1,300,000,000 people using YouTube, viewing 4,950,000,000 videos every day. A recent report from Cisco suggests that by 2017, videos will account for 69% of all consumer traffic on the Internet. There's no question about the potential of videos to bring people to your website and to engage their interest once they've found you; the only question is whether you'll take advantage of this growing trend or be at its mercy.

Prospective clients who visit your website have one thing in mind: should they hire you as their lawyer? Before making that decision, they want to learn more about you, your expertise, your firm, if you can solve their problems, and how much it will cost. Subconsciously or not, they also make that decision based on your personal style – especially when choosing between two similar law firms or lawyers. You're in a competitive market; in order to stand out and be remembered, you need to have videos on your website.

Converting Website Visitors to Clients

Aside from an in-person meeting, the most compelling way to demonstrate that your firm is the right fit for a potential client is through informative videos featuring you and/or other attorneys on your website. If a picture is worth a thousand words, then a video is worth a hundred-thousand words.



Well-produced videos can dramatically increase your chances of being contacted by website visitors. These videos should be engaging, informative, and they should create a great first impression of your firm. Videos also provide a lasting impression that can be far more effective than text or still photos. Divorcing people have a lot of questions, and they're often confused about what to do and what they need. Offering the information they're seeking in short, accessible videos will appeal to them – and possibly end their search for the right lawyer!

What you say, how you say it, and how you present yourself in the videos will help prospective clients decide whether or not you're the right fit for them. The right kind of video will help you attract the right kind of clients – and help to reduce time spent on unproductive phone calls and initial consultations.

Reaching Potential Clients Through Search Engines

Videos can be optimized for search engines (Google, Bing, etc.) so that they show up in search results. They also enable you to broaden your Internet exposure because you can feature your videos on YouTube, Facebook, and on other websites in addition to your own.

What's Involved in Producing High Quality Videos?

I. Pre-Production Planning

The saying "Anything worth doing is worth doing right" was never more true than for video production. Poorly-produced videos are likely to create the exact opposite result you're hoping for, and most are a waste of time and money. We recommend you create an "overview" video that helps prospects understand why they should choose your firm, supported by a set of videos answering frequently-asked questions about divorce in your state (or even city).

Your firm overview video. This video delivers your firm's positioning statement: you should clearly state who you are, the type of clients you represent, and how you can help. Consider the following examples and you'll see how they attract different types of clients.

Example 1. "For the past 30 years, our firm has been helping business people and their spouses through complex divorces. We're known for handling high-stakes divorce, and for keeping our clients' divorce cases private."

Example 2. "For the past 30 years, I have been helping families achieve amicable divorces – while ensuring that my clients receive their fair share."



FAQ videos. Divorcing people are searching for information that will help them through the process from beginning to end, so the more information you provide, the

better. The questions you answer should be determined by the type of clients you want to attract. Are you looking for high-asset clients, business owners, celebrities, high-conflict cases, mediated or collaborative divorces? Answer questions based on the needs/wants of your target clients.

Write and rehearse what you're going to say. Many lawyers are more nervous in front of a camera than they are in court! Knowing exactly what to say allows you to focus on your tone and delivery; using a script reduces the number of takes, which saves time and money.

Tone and manner. No matter what type of client you're trying to attract, you should present the most professional image possible. You need to look the part and be the part, ensuring that the message and the delivery are consistent. You don't want to come across like you charge \$600 per hour and that you only work with professional athletes if you actually charge \$300 per hour and work with middle-income families.

2. The Video Shoot

Location. Let the videographer help determine the best location in your office; he/she will factor in lighting and sound before deciding where to shoot. The space needs to be as quiet as possible: fluorescent lights and office equipment can create a surprisingly loud hum or buzz that is clearly audible on your videos.

What you see is what you get. Once the camera is set up, take a look at what you can see through the viewfinder. Is your favorite painting or sculpture showing up the way you want? Are your Best Lawyers or Super Lawyer plaques in the frame? Are there fingerprints or crumbs on your desk?

What to wear. In terms of outfits, most solid colors are good. Make sure what you wear is not distracting: avoid loud colors or big patterns. You should also avoid shiny or jingly jewelry.

Teleprompter. If you have access to a teleprompter, use it and read from a script rather than "winging it."

What's Next?

Once you have your final videos, don't be shy about sharing them! In addition to featuring them on your website, you can upload them to YouTube, Facebook, and other divorce-related websites. You can also reference the videos in your eNewsletter, press releases, or through other promotion vehicles. All of this greatly increases the chances of getting found by your next ideal client. ■

How Good Is Your Website?

Merely having a website that offers basic information about your firm is insufficient if you want to stay relevant and competitive. Your website will likely influence whether a prospective client contacts you, and might influence whether they choose to hire you – or not.



If your website is a few years old, or if you still don't have one, you'll want to consider the following factors as you prepare to redesign or build your website.

Develop the plan

Before diving into details, take a step back and ensure that your website designer understands your practice, your business objectives, your desired prospective clients, your positioning statement and your branding strategy. Once your webmaster understands what your objectives are they should recommend the best way to accomplish them.

See your website through your prospective clients' eyes

Prospective clients are interested in more than reading a firm overview and the lawyers' biographies. They want to know whether you will meet their full needs, which covers both their objective needs and their emotional ones. Of course, they have a need for a family lawyer, but they are also making an emotional decision during a highly emotional time. The graphics, pictures, and text displayed on your website must address and appeal to their needs.

Contrary to common belief, the website is not about your law firm; it is about serving the interests of visitors and prospective clients. A website that keeps saying how great your firm is, or how great your lawyers are, is weaker than a website that speaks to client needs, and how your firm satisfies those needs.

If your biography is full of initials and all the titles you have accumulated, help visitors understand how these titles could be relevant to them. For example, if you are a Super Lawyer, explain what that is, how you got it, and how it will help your clients.

And how many pictures of your boardroom, or your office building, do you think visitors to your website

(who are going through a divorce) are really interested in seeing?

You should expect to have input into the look, feel, and functionality of your website but don't base all of your decisions on your own personal preferences because your biases could negatively affect the chances of you reaching your best prospective clients, (i.e. if you feature bold colors and strong images on your website you might put off a good prospective client who likes a more toned down approach).

Make your website visitor-friendly

Visitors to your website need to be able to see immediately where they should go to get what they want. Keep in mind that website surfers are generally impatient. Use conventional navigation so they do not have to learn how to use your website.

Your prospects and clients are not lawyers, so keep the jargon away from your website. Try talking to your prospects and clients in first person. Use "we" and "you and your spouse," instead of "the parties" and "the file." Your prospects and clients likely do not relate to "the parties" or "the file"; that's jargon.

Most lawyers are skilled writers – but not when it comes to writing website content. The text on your web pages needs to be direct and impactful. Visitors will glance at the page they land on and decide in two seconds or less whether to read more or leave – it's critical that your main messages are delivered effectively and efficiently on a consistent basis throughout your website.

Your website design isn't visitor-friendly if the visitor can't tell where they should go to get what they want immediately – perhaps because the navigation buttons are not self-explanatory or they are laid out differently from page to page. Also, your website may look great

Cont. on page 22

We build better websites. Period.

Attract clients and search engines with a better website

Not all websites are equal in their ability to attract the right kind of clients and referrals – nor are they all search-engine-friendly.

We only build websites for family lawyers and divorce professionals

We create effective and resource-rich websites that enhance your credibility and image. To ensure visitors will return to your website, we will enrich it with our top-notch divorce articles, *Divorce Guides*, and a monthly divorce eNewsletter.

Fixed fee pricing – with no surprises

If you are paying hundreds of dollars a month for your website, give us a call. We can save you thousands of dollars a year, every year.

Our clients rave about us

“We have been extremely pleased with the responsiveness and creativity of the Divorce Marketing Group. It is quickly apparent that working with a firm devoted to working with and promoting family law practices has its advantages. This is a company that understands the unique needs of the family law attorney and the marketing sensitivity required to advertise to those going through such an emotionally difficult period in their lives. Highly recommended!”

~ Robert Stevens, Attorney
Clark & Stevens, www.clarkandstevens.com

“Divorce Marketing Group has helped me clarify a marketing direction and branding for my firm. They stay on top of the job until it gets done, which is very important to me because I have a very busy practice and marketing isn’t at the top of my “to do” list: clients are always my first priority. It’s been great to work with a marketing firm that is 100% focused in the area of divorce and family law because they understand and anticipate my specific marketing needs. I highly recommend Divorce Marketing Group.”

~ Carlos M. Cabrera, Attorney
www.carlosm Cabrera.com



Family Law Firm in South Carolina



Family Law Firm in California



Family Law Firm in New Jersey



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on the big screen in your office, but have you checked out how it looks on a tablet, laptop computer, or TV?

Make sure your website has plenty of top-quality, relevant content

You might have heard the expression “Content is king” regarding websites. The saying should be, “Relevant and Interesting content is king.” We’ve seen websites that receive new content daily or weekly, but it’s not created for clients – it’s created for professionals or other lawyers. Unless one of your website objectives is to be a resource to other professionals, don’t accept this kind of content, even if it’s free. Adding useful information and resources to your website on a regular basis will:

- bring more people to your website;
- increase the chances of them returning to and sharing your website with others;
- increase the chances they’ll contact and retain your firm; and
- enhance your image as a thought-leader.

We recommend that you include a “Resource Center” on your website, adding and updating content regularly in these four areas:

- Written FAQs;
- Videos;
- Podcasts; and
- Webinars.

Adding useful information to your website on a regular basis also helps establish you as a thought-leader in family law.

You need a responsive website

Have you noticed that your own website or other websites do not display well on an iPad or a smartphone? Perhaps the pages are cut off, or they have been reduced to fit the small screen on your mobile device – and now the text is illegible? In order to read text on these websites, you have to enlarge sections of the page and scroll left and right. Unfortunately, this is quite common – and it is really frustrating to visitors. With 50 to 60% of people viewing websites on mobile devices, you need to address this issue immediately.

Try this simple test on your desktop: bring up your website, reduce the size of

the window, and watch to see if your website adjusts itself to display the content properly or if your web pages just get cut off. If the content is cut off, then you do not have a responsive website.

Check out the image below that shows you how a responsive website displays differently yet legibly on different devices. Do not settle for a generic version that strips off all design, logo, pictures and your law firm’s branding. If that is how your website shows up on a smartphone, you do not have a responsive website, you have what we call a “lazy” smartphone version of your website that shows only the text from your web pages. All the money you spent on designing your website is not captured for the mobile audience, and your website will look no different from many other websites that have this “lazy” version.

Consider creating a smartphone-specific website

While a responsive website displays well on a smartphone, a website that is built specifically for smartphones can encourage visitors to call you, email you or text you right from the Home Page with just one touch. And why not – they are holding their smartphones in their hands!

Make sure your website is optimized for search engines

Search Engine Optimization (SEO) is a big topic – much too big to handle as part of this short article. You need to deal with website designers who understand this subject inside and out, as it is complex and ever-changing. ■



Reach Divorcing People in Your Local Area with DivorceMagazine.com

DivorceMagazine.com reaches a highly-targeted audience and has more than 4,000 pages of quality divorce-related content.

With our geo-targeting feature, visitors in your state will land on your state page with your advertising showing front and center. The Professional Directory allows visitors to search by profession, name, or city within 5, 10, 25 or 50 miles of where the visitor is currently located.

The screenshot displays the DivorceMagazine.com website interface. At the top, the logo features two silhouettes of people and the text "DIVORCE MAGAZINE.COM". A navigation bar includes links for "Divorce Professionals", "Articles", "FAQs", "Free Download", "Blog", "ENewsletter", "Advertise", and "Home".

On the left, there are two featured boxes: "Results Oriented Divorce Lawyers" with a "Tweet" button (36) and "BGD Specializing in Family Law" with a "Like" button (5). Below these is the main heading: "CALIFORNIA DIVORCE LAWYERS, FINANCIAL PLANNERS AND CERTIFIED DIVORCE FINANCIAL ANALYSTS".

Navigation links include "Lawyers: Alameda/Contra Costa County | Los Angeles | Orange County | San Diego | Sacramento" and "Financial Planners: Southern California". A specific section is titled "Alameda/Contra Costa County Divorce Lawyers, Attorneys".

The directory lists several firms:

- Harding & Associates**: Alameda/Contra Costa County Divorce Lawyers. Description: "Harding & Associates is a family law firm that is committed to protecting our clients. Our compassion, experience, and aggressiveness enable us to get our clients the results they are entitled to." Contact: Phone: (925) 417-2202, Website: www.hardinglaw.com.
- Feinberg, Mindel, Brandt & Klein, L.L.P.**: Los Angeles, California Family Law. Description: "The attorneys of West Los Angeles-based law firm, Feinberg, Mindel, Brandt & Klein (LLP) are experience, knowledgeable, and results-driven. With more Certified Family Law Specialists than any other firm in Los Angeles County, FMBK is known for its first-rate legal representation and exemplary personal service." Contact: Phone: (310) 447-8675, Website: www.fmbklaw.com.
- Brandmeyer Gilligan & Dockstader, LLP**: Long Beach/South Bay Area Family Law Attorneys. Description: "As the largest family law firm in the greater South Bay area, Brandmeyer Gilligan & Dockstader, LLP (BGD) has the dedication and experience required to handle every type of family law matter." Contact: Phone: (562) 431-2000, Website: www.BGDLawyers.com.

On the right side, there is a search bar with "Search the site..." and a "GO" button. Below it is a "Your location:" dropdown menu set to "California" with another "GO" button. A "Share this page:" section includes icons for Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube, and Email. A large advertisement box features a group photo of professionals and the text "Divorce Lawyers and Divorce Professionals Advertise on this website. CLICK HERE".

At the bottom right, a list of "Attorneys" includes: Alameda/Contra Costa County: [Harding & Associates](#); Los Angeles: [Feinberg, Mindel, Brandt & Klein, LLP](#), [Freid and Goldman A.P.L.C.](#), [Brandmeyer Gilligan & Dockstader LLP](#), [Feinberg & Waller APC](#), [Phillips Lerner, A Law Corporation](#), [Pauline Rosen](#), [Fern Topas Salka](#); Orange County: [Mari Frank](#); Riverside: [Marie Moreno Myers, Esq.](#); Sacramento: [Bartholomew & Wasznicky](#); San Diego: [Fuller Jenkins](#), [The Law Office of Ilona Antonyan, APC](#), [Carol Severance](#).

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Social Media & Online Marketing



The Internet is not merely the most convenient source of information for finding and comparing family lawyers, it is also a source of “social proof” that influences your prospective clients’ final decision. At a minimum, you are being “checked out” on the Internet by almost every prospective client, so it is critical that you can be found and the information about you is positive.

Your website is a major piece of your online marketing strategy – but it’s only one piece of the puzzle. Having a functional, attractive, and optimized website is crucial, but it’s not enough to set you apart from your online competition. Aside from enhancing your website, you also need to participate on social media, and manage your reputation online. Since referral business is important, you should make sure you’re remembered (favorably!) by your referral sources as well as potential clients. This article explores all strategies you should seriously consider and implement.

Your Website

Your website should not just be a pretty picture: it needs to contain valuable information and resources, otherwise your prospective clients will go looking for it elsewhere. Merely having a website that offers basic information about your firm is insufficient if you want to stay relevant and competitive. Also, if your website was built a few years ago, you may want to consider redesigning it to take advantage of the latest technology, such as having a “responsive” design that adjusts itself so your website displays well on mobile devices. It is highly likely that 40 to 60% of your visitors are viewing your website through these mobile devices. In order to have a constant flow of high-quality clients, you must have a great website. Make sure your website looks professional and current: it is there to represent you when you are not there to speak for yourself. (See “How Good is Your Website?” on page 20 for more information about planning and designing a website.)

LinkedIn

LinkedIn is the leading social networking website for professionals in the world with more than 380 million users. You can increase your exposure and demonstrate your expertise by posting articles or blog posts in their Posts section, and by participating in LinkedIn groups or by starting your own group. Do not only focus on groups for lawyers and family law. For example, join the group “Marketing for Divorce Professionals”; you will get some useful marketing tips and be connected to other divorce professionals with whom you can network.

Facebook

Family lawyers are divided on the subject of promoting their services on Facebook. Some are for it and some are against it. For those who are against using Facebook, their concerns often originate either from witnessing indiscriminate posts divorcing clients have made that have harmed their cases, or from ethical issues and wanting to stay within the advertising guidelines of bar associations. We recommend that you have a company Facebook page because, with more than 213 million active users in the U.S. and Canada as of June 2015, it is a promotion opportunity not to be missed.

Twitter

As of the end of September 2015, twitter had 307 million monthly active users. With a maximum of 140 characters per tweet, it does not take long to post one.

Videos

Many family lawyers have videos of themselves and their firm featured on their websites, and on other websites such as YouTube, Findlaw.com, and DivorceMag.com. Here are some suggestions if you are thinking of creating videos:

How Good Is Your Reputation... **Online?**



When your prospective clients Google you – and they will Google you – will they:

- Find you on page one of the search results?
- See negative comments and poor ratings?
- Come across an incomplete or inaccurate profile with no picture and no experience listed?
- See incorrect or no contact information?
- Find no compelling reason to contact you?

Enhance your online reputation now!

You are likely a great family lawyer with a strong reputation among your peers, but online, you are your Google results. It is time you took control of your online reputation.

Call Divorce Marketing Group

We will perform an online audit and explain how we can enhance your online reputation.



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1. Ask yourself (or others) if you come off well in videos.
2. Make the videos short (about one minute) and ensure they look and sound professional.
3. Address subject areas that are most relevant to your current and prospective clients.
4. Showing your office, colleagues, and staff makes it easier for a client to imagine working with your firm. (See page 18 for an article entitled “Video Marketing for Family Lawyers” about how to create the best videos for your firm.)

Podcasts

Podcasts are audio files that you create and make available online. The advantage of audio podcasts is that they are much less expensive to create than videos. They are also easier to produce because you can refer to a script and sound very professional.

Webinars

You can use webinars to demonstrate your expertise quite easily. This is better than podcasts as your website viewers can see you and any charts, materials that you want them to see. It is a great tool for education.

Electronic Newsletters

Electronic Newsletters (eNewsletters) are perhaps the most powerful and cost-effective strategic marketing tool that family lawyers can employ to keep them connected with both their clients and professional referral sources. However, most family lawyers have neither the time to write one or more articles a month nor the staff to produce a quality eNewsletter on an on-going basis.

Blogs and Video Blogs

A blog is a relatively informal (yet, of course, professional) way of providing information and personal insights that are relevant and interesting for the readers. Such information can include event announcements, practice updates, legal tips, and more. Blog content should be keyword optimized to help with search engine rankings, and it should include other creative content, such as pictures/photos, videos, and audio podcasts.

You can have a blog on your own website or be an expert guest blogger on multiple highly-relevant websites/blogs. Being a guest blogger on multiple blogs gives you wider exposure and is less demanding than if you were to have your own blog which demands regular content.

If writing is not your forte, try video blogging. It is a simple and quick way to provide information to your

visitors. Once video blogging is set up on your website, all you need is a camera on your computer. See how we use it on www.divorcemag.com/blog/video-blogging.

If you do not have the time to maintain your own blog, do not be tempted to purchase the service of having weekly posts automatically written for you and posted on your website because your reputation will suffer due to the poor quality of these blog posts.

Press Releases

Press releases distinguish you as a “thought leader,” add credibility to your firm and potentially establish ongoing media relationships that will further enhance and differentiate your firm. Distributing a press release online is easy and affordable. You should also send them to your professional contacts and feature them on your website, your blog, your eNewsletter, and on your firm’s social media pages.

Pay-Per-Click Advertising

Pay-per-click advertisements appear when online users search a particular term (e.g., “San Francisco divorce lawyer”) on a search engine or website. You do not pay for it until someone clicks on your advertisement. It is a good way to generate traffic to your website and leads for your practice.

The Final Word

We have presented many options in this article. If you have already implemented some of these, congratulations – and you know there is more you can do. If most of these options are new to you, you will need to prioritize what to do first and realistically assess what you are going to take on internally and where you will need outside help because time, money, and expertise are three key factors that will determine how well these options will work for your business.

With the easy access to the internet and all the social websites available, a strong online presence is a necessity rather than a luxury. If your family law practice is to survive and grow, you need to be prepared to do the work to keep your website up to date and to utilize the latest technology to your advantage. To help you establish and distinguish yourself as an expert and a thought leader in family law you have to greatly enhance your reputation online through social media, videos, and podcasts. Because here’s the truth: a strong online presence is crucial – both now and in the future – so you can get on board or be left behind. ■

Our Clients Strongly Recommend Divorce Marketing Group



Catherine Hendrix, Family Lawyer, Partner
Lester & Hendrix, LLC, South Carolina
A Divorce Marketing Group client of 2 years

“Our law firm Lester & Hendrix has been involved with the Divorce Marketing Group family for about two years now. **We were extremely pleased with the product that DMG helped us establish through our website and through other marketing suggestions for our firm.** Any time we reached out to them, they made themselves available to us with helpful suggestions and tips, and they even have taken over some of the responsibilities that we had to maintain prior to becoming involved with them. We have been nothing but pleased with the result that we’ve gotten from our association with Divorce Marketing Group, and I highly recommend them to anyone who is considering their services.”



John Harding, Family Lawyer, Principal
Harding & Associates Family Law, California
A Divorce Marketing Group client of 6 years

“Harding & Associates Family Law has been a client of Divorce Marketing Group for more than six years. **DMG is an essential component of our law firm’s marketing and its people are trusted advisors.** We look to DMG for marketing advice, website and blog content, client eNewsletters, printed advertising materials and publishing opportunities that bring invaluable credibility and attention to our practice.”



Melanie K. Reichert, Family Lawyer, Partner
Broyles Kight & Ricafort, P.C., Indianapolis
A Divorce Marketing Group client of 2 years

“**You’ve been extremely patient, responsive and knowledgeable** – all things that are a big plus for two type-A attorneys with zero marketing savvy.”



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Stand Out From Your Peers: Exceed, Distinguish, Connect

Exceed Your Clients' Expectations

1. Pay attention to your clients' total needs – not just the outcome.

Family law cases are seldom easy, and clients are rarely completely satisfied with the overall experience; even if you achieved all their realistic goals, most clients will feel like they had to give up too much and didn't get enough in return. Also, most family-law disputes are at least somewhat acrimonious, which can leave a bitter taste when all is said and done. Although you need to focus on producing the legal results, you should try to ensure that your clients are receiving the psychological, practical, and financial support they need during and after the process. Be prepared to offer the names of trusted professionals in complementary fields: from mental-health and tax professionals to real-estate agents and movers. As an added bonus, some of these professionals may become a great source of referral business for you.

2. Become a helpful resource to your client.

Create a valuable "Client Information Package" that includes practical information and resources to help them handle their issues. Your package should include much more than the forms they will need to fill out: it could also include a list of informative websites, articles, books, CDs, and referrals to professionals who can help them deal with the challenges they face. Of course, you should make these resources available on your website as well.

3. Set up meetings with other divorce professionals who can help your client.

You can help your clients by setting up introductions with realtors, mortgage brokers, investment advisors, and other service providers. You then become your clients' trusted source of referrals. Always give more than one referral and encourage your client to check all referrals given.

Distinguish Yourself as an Expert

1. Blog and write articles.

Getting published can help establish or enhance your leadership position in your field. You can become a blogger on DivorceMagazine.com, DivorcedMoms.com, and FamilyLawyerMagazine.com – and since we have a content partnership with [HuffingtonPost](http://HuffingtonPost.com), those blogs and articles could be republished there as well. If you want more divorce cases with business executives, write articles about how employee stock options or corporate pension plans should be divided. You can send your articles to legal publications and websites such as the ABA's *Family Advocate Magazine*, and you should also send them to local magazines and newspapers as well as referral sources who might be interested in featuring your articles on their websites. You can repurpose your articles for your blog, podcasts, and videos, highlight them on your Facebook and LinkedIn pages, and circulate/promote them through Listserv, Q&A forums, or SlideShare.net.

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Get More Referral Cases

Stay Top-of-Mind with Your Referral Sources

If your referral sources remember you, you will get more cases from them. It is that simple. Sending a monthly eNewsletter is one of the best ways to generate referrals from and stay top-of-mind with your referral sources such as: current clients, prospective clients, other divorce professionals, colleagues and former classmates.

Three Great Solutions from Divorce Marketing Group

We have been providing the following solutions to family lawyers and making it simple for them to send out a monthly eNewsletter.

1. Lease *Divorce Magazine's* monthly eNewsletter.

Each month, you will receive *Divorce Magazine's* eNewsletter, which contains five quality articles that cover a wide range of divorce-related subjects, including: legal, financial, children, co-parenting, divorce recovery, etc. Use it instead of creating your own monthly eNewsletter from scratch.

2. Design an eNewsletter Template that Echoes Your Firm's Website Design.

We will create an eNewsletter template that allows you to include firm announcements and these articles. We will set you up with a service provider and give you a tutorial on how to use the template to send out the eNewsletter.

3. Add the eNewsletter on Your Website EVERY Month.

These articles will become a resource to your website visitors and their contacts. Either Divorce Marketing Group or your webmaster can add the monthly eNewsletters to your website.

Send the eNewsletter to your referral sources



Feature the eNewsletter on your website



Focus on your practice.
Trust the marketing to us.

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DanC@DivorceMarketingGroup.com • www.DivorceMarketingGroup.com

Prospective clients consult many sources before choosing a lawyer, including family, friends, and other professionals. These professionals represent potential touch-points, and you should regularly remind them of the type of work you do.

2. Get interviews with the media.

Reach out to radio stations, local papers and publications, and offer to comment on what's trending, and maybe your thoughts on a new law. We do interviews with family lawyers in our publications (*Divorce Magazine* and *Family Lawyer Magazine*) frequently.

3. Get involved with Bar Association activities.

It is important to be involved with your local, state, and national bar associations for the purpose of adding credibility and connecting with your legal colleagues.

4. Find or create public speaking engagement opportunities.

Offer yourself as a speaker at professional conferences, and to support groups and community groups. You can enhance your chances of getting speaking engagements if you write articles and send them to professionals of influence (bar association leaders, for example) and follow up to offer yourself as a speaker. After your presentation, remember to mention the event on your social media pages, blog about it, include it in your eNewsletter, add the speech to your website, send out a press release about your speech and email the attendees and other professionals the link.

Stay Connected with Your Referral Sources

Typically, clients consult many informal and formal sources before choosing a family lawyer. These sources include: family, friends, peers and Internet searches. They look to an array of trusted contacts that can include: lawyers (who may or may not practice family law), therapists, family counselors, clergy, spiritual counselors, financial advisors, family doctors, trusted colleagues, and so on. Each of these sources represents potential touch-points for you and they should all be regularly reminded of the type of work you do.

Developing a referral network is a very cost-effective way to attract new clients. Prospective clients who come from referrals are more likely to retain your services because the referral is based on trust. You need to have a strategy in place to stay top-of-mind

with your referral sources and to make it easy for them to remember you and the expertise you provide. Here are some suggestions:

1. Send thank-you notes and gifts.

When appropriate, send a thank-you note to professionals who refer potential clients to you. Do this regardless of whether the prospective client chooses to retain your services or not.

2. Be a referral source.

Don't wait for people to ask you for referrals, offer them. Become known as a source for referrals and information. Refer people without having an expectation of getting a referral in return because at a minimum, your clients will be glad you connected them with a top quality professional and you will become known as a family lawyer who knows all the best people and resources. Include other professionals in the Resource Section of your website.

3. Host a networking event.

Put together a session for you and other divorce professionals such as therapists, financial planners, accountants, realtors, and insurance agents. Use this opportunity to meet, mingle, and exchange information. This can be a daytime coffee, lunch, or an after-work get-together. This session can be in person, on the internet or over the phone. Perhaps one of the attendees could be a guest speaker for the event.

4. Attend functions for divorce professionals.

Family lawyers are often welcome at functions and seminars hosted by divorce professionals who are not lawyers. They could become valuable referral sources. The more you become known and the more you understand their interests, the higher the chances of you becoming a speaker at their seminars or a contributing writer of articles that will be valued by the group.

5. Ask for referrals.

It sounds far too simple, but many family lawyers simply do not ask for referrals! They either assume that a referral will be given, or they just overlook the opportunity. Do not make either of these mistakes. ■



Advertise on DivorcedMoms.com

Showcase your service or products to the 2.5 million visitors this website receives annually!

Reach 2.5 Million Divorcing People

DivorcedMoms.com is the largest online community 100% dedicated to empowering mothers going through divorce. With more than 5,000 pages of articles and blog posts, this is a highly-active community of dedicated bloggers and readers.

**Call Dan Couvrette @ 866.803.6667 x 124
or DanC@divorcemarketinggroup.com.**

Divorce Marketing Group: A One-Stop Marketing Agency for Family Lawyers

We Know the Divorce Market Inside and Out

For the past 20 years, Divorce Marketing Group has been helping family lawyers attract and secure quality clients by making certain they:

1. Stand out from and look better than competing family law firms.
2. Stay connected with their referral sources so they are top-of-mind.
3. Receive the most exposure possible on the internet.
4. Have the best website: one that is client-friendly and rich with relevant content.
5. Bring in the types of clients they want.
6. Maintain a constant flow of new cases.

We Know How to Market Your Family Law Practice

We can help you reach divorcing people and distinguish you as an expert in family law in the following ways:

1. Through advertisements and editorial on our six divorce-related websites; see page 17 for details.
2. By featuring your advertisements, articles, and answers to frequently-asked questions in *Divorce Magazine's* print and digital editions as well as in *Family Lawyer Magazine*.
3. Through interviews with you that will appear on FamilyLawyerMagazine.com and DivorceMag.com.
4. Through producing high-quality videos and podcasts featuring you and your law firm.

Family Lawyer Magazine



Divorce Magazine



**Focus on your practice.
Trust the marketing to us.**

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