

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



## Our Products:

Divorce Magazine  
DivorceMagazine.com  
BlogsOnDivorce.com  
DivorceBlog.DivorceMag.com  
Monthly Divorce TeleSeminars  
Essential Marketing Guide  
Family Lawyer Magazine  
FamilyLawyerMagazine.com  
Marketing TeleSeminars

Divorce Guide  
Collaborative Divorce Guide  
Mediation Divorce Guide  
Divorce Recovery Guide  
Divorce & Finances Guide  
Children & Divorce Guide  
Co-Parenting Guide  
Women's Divorce Guide  
Men's Divorce Guide

## Our Services:

Website Design  
Professional Text Writing  
Search Engine Optimization  
Divorce eNewsletter  
Social Media Marketing  
Press Releases  
Video Production & Marketing  
Logo & Firm Brochure Design  
Marketing Consultation



[www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com)

# Dedicated to Marketing Divorce Professionals



## **No Other Marketing Agency Understands the Divorce Market Better**

Divorce Marketing Group is the only marketing agency that is 100% dedicated to helping divorce professionals grow their practices. Since 1996, we have been serving BOTH people who are going through divorce and divorce professionals who want to grow their business. Our clients include family lawyers, mediators, financial professionals, collaborative practitioners, counselors, realtors and mortgage brokers. We can help you grow your practice by reaching divorcing people with a wide range of innovative and effective products and services.

If you are like most of our clients, you are very busy doing what you are good at. But when it comes to marketing your services, you may not have the time or expertise to do the top-notch job your practice deserves. That is where Divorce Marketing Group comes in! When you let us create and implement your comprehensive marketing plan, you will have more time to focus on your practice.

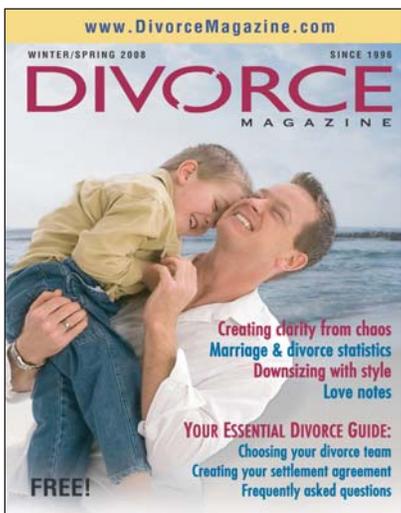
## **Attract the Right Clients + Secure and Develop Your Referral Sources**

We know you want to reach a specific type of client. We will present your firm in the best light possible and tell your story in a way that will help you attract the type of clients you desire. Our products and services will help you nurture and develop your referral sources to ensure that you are kept “top of mind”.

## **Helping You be Remembered, Recognized and Retained**

We will develop and implement a professional marketing program based on your business objectives and budget. We work with solo practitioners, medium and large firms. Choose from our wide range of marketing products and services featured here:

**Contact Us for Your Free Initial Marketing Consultation**



## Divorce Magazine

The only magazine that targets divorcing people who need your expertise right now! Your firm's Profile or advertisement in Divorce Magazine powerfully informs prospective divorce clients about why they should use your services and reminds other professionals to recommend you. Divorce Magazine has regional editions in: California, Texas, Illinois, Florida, New York/New Jersey and Toronto (Canada).

## DivorceMagazine.com

Reach divorcing people precisely when they need your services by featuring your practice or service on the Internet's best divorce-related website with a listing, a full firm Profile, or articles and FAQs written by you.

## Divorce eNewsletter

This monthly eNewsletter can be personalized or custom designed for your firm. Add it to your website to enrich its content. Email it to clients and professionals who can refer business to you to keep your firm "top of mind". See a sample at [www.divorcemarketinggroup.com/products.htm](http://www.divorcemarketinggroup.com/products.htm).

## BlogsOnDivorce.com

This blog features divorce experts blogging on subjects that help divorcing people through the process. As a divorce professional it offers you an opportunity to demonstrate your expertise by being one of our guest bloggers.

## Monthly Divorce Teleseminars

Each month, a divorce professional will be our guest speaker and provide useful information, tips and advice to divorcing people on a topic of their choice, including legal, financial, parenting and emotional issues. These monthly TeleSeminars will help promote you as an expert. We promote them on DivorceMagazine.com, facebook, twitter, our blogs and on iTunes. Podcasts of these TeleSeminars are available for you to add to your own website.

## Social Media Marketing

The influence of social media is undeniable. While most divorce professionals hesitate to embrace social media as a marketing medium, those who are using social media are reaching a lot of prospective clients and establishing themselves as experts. We understand the legal and branding concerns you have regarding social media. We can show you how to present yourself and your firm properly and effectively on LinkedIn, Facebook, Twitter and blogs so that you will be remembered, recognized and retained.



Call Dan Couvrette at (888) 217-9538 x 24

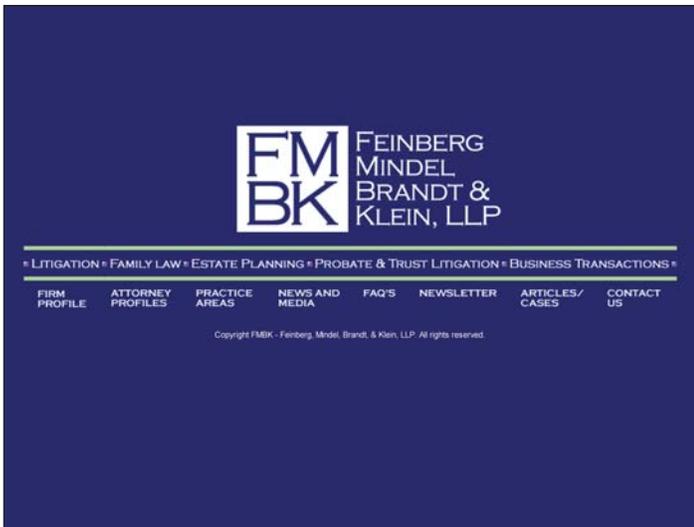
## Website Design

We build better websites for divorce professionals, PERIOD. We understand your prospective clients' needs because we have been publishing Divorce Magazine for 15 years. Because of that, we can provide you with propriety content for your website that you cannot get anywhere else, including articles on a range of divorce related topics, our monthly Divorce eNewsletter, and 9 Divorce Guides with your name on the covers. We will custom-design a quality website that is search engine friendly and rich with content for your prospective clients.

## Search Engine Optimization (SEO)

We offer a number of SEO services (Site optimization, article and search engine submissions, etc.) to improve your website's ranking on search engines such as Google, Yahoo, and Bing.

### Law firm in California



### Family Law firm in Canada



### Family Law firm in New York



### Certified Divorce Financial Analyst in New England

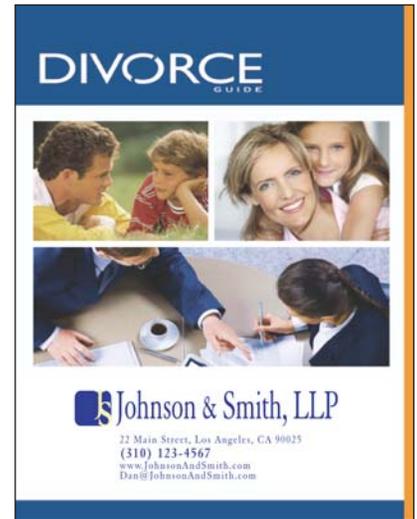


## Divorce Guides

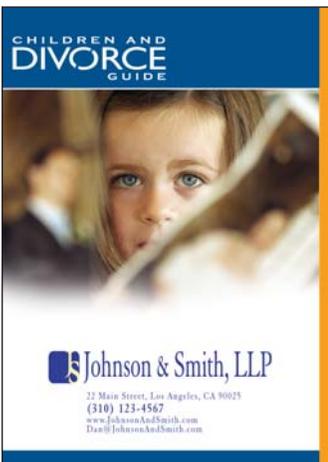
These helpful guides are custom published for your firm. They offer your clients professionally written articles that help them prepare and recover from their divorce. They range from 26 to 40 pages and feature your firm's contact information on the front cover and a profile of your firm. All guides are available in a PDF format. Two of them are available in a print format — the Divorce Guide and the Collaborative Divorce Guide.

Making these guides available to your clients, prospective clients and referral sources will differentiate you from your competitors, keep your firm “top of mind”, keep your clients and prospective clients coming back to your website and increase the chances that your firm will be remembered, recognized and retained.

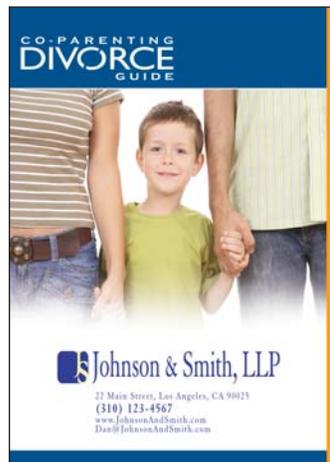
## Divorce Guide



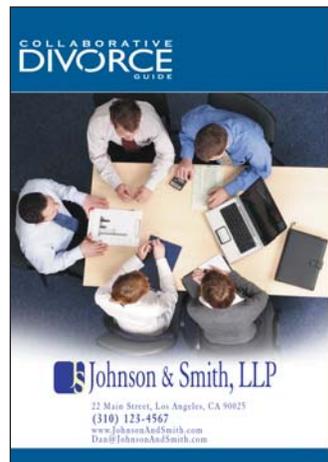
## Children & Divorce Guide



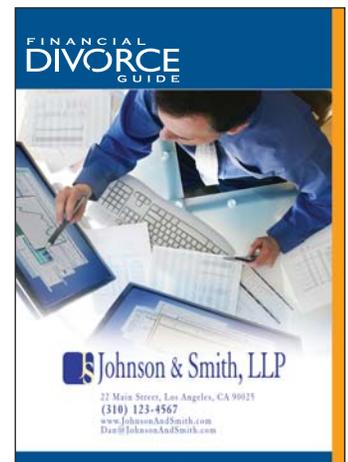
## Co-Parenting Divorce Guide



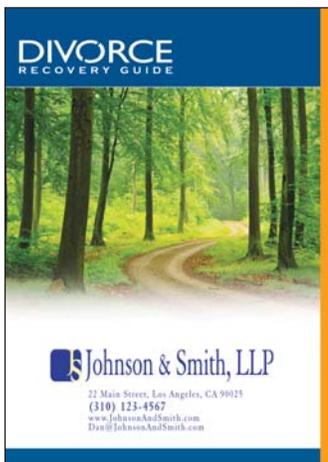
## Collaborative Divorce Guide



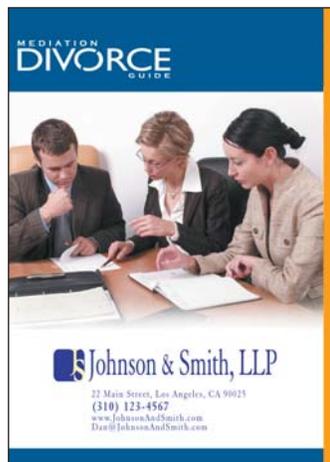
## Divorce & Finances Guide



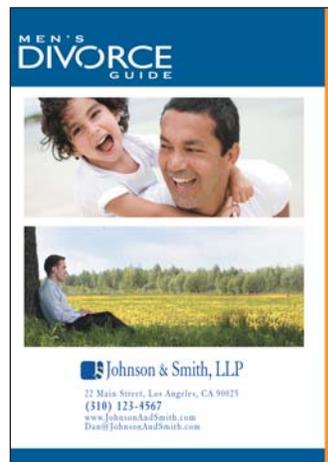
## Divorce Recovery Guide



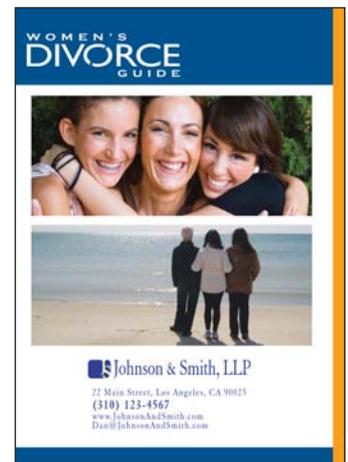
## Mediation Divorce Guide



## Mens Divorce Guide



## Women's Divorce Guide



## Press Release Creation and Distribution

Press releases can get you media coverage, define you as a “thought leader”, influence prospective clients and referral sources, and create back links to your websites. But, they need to be well done. We can write your press releases and distribute them online.

## Video Production and Marketing

There is nothing like seeing you in person. Our professional video team will present you at your best. We'll promote your videos on DivorceMagazine.com, Google.com, YouTube.com, Yahoo.com, and feature them on your own website. See some sample videos at [www.divorcemarketinggroup.com/portfolio-video.htm](http://www.divorcemarketinggroup.com/portfolio-video.htm).

## Logo and Firm Brochure Design

We'll custom design your firm logo, business card, letterhead and other marketing materials to promote your practice. We can also turn your website into a firm brochure.



## Monthly Marketing TeleSeminars for Divorce Professionals

Call in every month and get marketing tips on how to grow your practice from our ½ hour TeleSeminars. See [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com) for topic of the month and details.

## Essential Marketing Guide for Family Lawyers

Published by Divorce Marketing Group, this is a simple, easy-to-understand marketing guide specifically written for family lawyers to help them market their practice. This 32-page Marketing Guide combines modern ways of generating business, especially online, with new ideas that improve on tried and true methods. Download this guide at [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com).

## Marketing Consultation

We provide ongoing coaching and support and will work with you, your associates and support staff to ensure your firm maximizes the effectiveness of all your marketing efforts.

## Family Lawyer Magazine

Family Lawyer Magazine is the largest circulation publication dedicated to helping family lawyers realize their full potential as family lawyers. Our editorial is educational, entertaining, thought provoking, inspiring and highly relevant to seasoned and new family lawyers who aspire to excel in their field. This magazine helps family lawyers:

- grow their practice and achieve their firm's full potential
- enhance their success in and out of the courtroom
- better serve their clients and become more "client-centric"
- discover useful resources to solve challenges they face in their practice
- stay up-to-date on leading issues in the family law field
- increase their career satisfaction and work-life balance.

Family Lawyer Magazine features a wide range of subjects that are of interest to family lawyers, including: Significant Case Reviews, A View From The Bench, Financial Matters, Practice Management, Business Development, Technology, Opinions & Insights, Divorce Psychology, Marketing, Health & Wellness, and more.

## FamilyLawyerMagazine.com

This website contains all of the articles featured in Family Lawyer Magazine plus much, much, more. Articles, case analysis, opinions, insights and conversations started in Family Lawyer Magazine are continued on FamilyLawyerMagazine.com.

## Family Lawyer eNewsletter

Published on a quarterly basis to keep Family Lawyers connected with significant case reviews, the latest divorce-related financial information, business practice strategies, insights, opinions, technology, CLE and more, to help Family Lawyers grow and prosper in their practices.

Family Lawyer Magazine



FamilyLawyerMagazine.com



Family Lawyer eNewsletter



# Our clients rave about us.



"Divorce Marketing Group has helped us grow our firm from 6 attorneys to 15 attorneys. They really understand the Family Law business and marketing. I have recommended Divorce Marketing Group to many of my colleagues."

*Steven Mindel, Family Lawyer,  
Feinberg Mindel Brandt & Klein, LLP  
– California*



"I have the utmost respect for Dan and his team. Dan will grow you and your business into the future... He will be more than a business associate — he becomes your trusted friend. I cannot give a greater endorsement of anyone or any business than Dan and Divorce Marketing Group."

*Joy M. Feinberg, Family Lawyer/Partner  
Feinberg & Barry, P.C. – Illinois*



"We have been using Divorce Marketing Group... for 8 or 9 years. They are a perfect match for us, they've helped with the creation of our website... promoting our website on the internet, our marketing materials... and having us in their Divorce Magazine."

*Ken Nathens, Family Lawyer  
Nathens, Siegel, LLP – Canada*



"I've worked with Divorce Marketing Group for 7 years now. Their Divorce Magazine and DivorceMagazine.com are invaluable resources for my clients and consistently provide a source of new business. Their marketing consultation service has also proven to be effective year after year."

*Michelle May O'Neil  
Family Lawyer – Texas*



"...after having my website up for only 6 days, I received my first client. This really goes to show what can be done with a website if it is designed by a marketing professional, like you...The brochure you have done for us mirrors our website and ensures that we are consistent in communicating our services..."

*Roderick C. Moe  
CDFA, CPA, CrFa, CVA – Florida*



"As a client of Divorce Marketing Group, I take advantage of the opportunity to write articles and answers to frequently asked questions that are featured in Divorce Magazine and on DivorceMagazine.com. These articles give me added credibility and a way for others to understand my philosophy and approach to divorce."

*Mari Frank  
Family Lawyer/Mediator – California*

Visit [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com) today and get these marketing resources:

## 1. Essential Marketing Guide for Family Lawyers

Our Essential Marketing Guide offers simple and practical advice on business development. The principles and tips apply to all divorce professionals. You can purchase a copy online.

## 2. Free Monthly Marketing Teleseminars for Divorce Professionals

Find out the topics and dates for our upcoming FREE Marketing Teleseminars that will help you grow your practice. Podcasts and transcripts of previous Marketing Teleseminars are also available.

## 3. Free Marketing Resources

Read marketing strategies being implemented by "the" most successful professionals serving the divorce market.



Contact us for your free initial marketing consultation

**(888) 217-9538 Ext. 24**

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