

# THE ESSENTIAL MARKETING GUIDE FOR FAMILY LAWYERS



## **FIND OUT HOW TO:**

- Secure more quality divorce matters
- Create a better website
- Develop your referral network
- Be known as a “thought leader”
- Stand out from other family lawyers
- Rank high on Google
- And more . . .



# WHAT GREAT MARKETING DOES FOR YOUR FAMILY LAW PRACTICE



“Divorce Marketing Group has been the driving force in developing our strategic marketing plan which has grown our firm from 6 to 16 attorneys. We could not have done it without their guidance and support. As the Managing Partner of our firm, I have personally recommended Divorce Marketing Group to many of my colleagues throughout the country.”

*Steven A. Mindel, Family Lawyer/Managing Partner  
Feinberg, Mindel, Brandt & Klein, LLP  
Los Angeles, California*

## A simple and practical Marketing Guide for business development

This is a simple, easy to understand marketing guide specifically written for family lawyers like you to help market your practice.

This marketing guide combines modern ways of generating business — especially online — with new ideas that improve on tried and true methods.

Whether you are a marketing novice, expert, or somewhere in between, there is something of value for EVERY family lawyer, new and seasoned alike.

At the end of each section, you will find additional marketing articles to deepen your learning and understanding. You can find them on our website: [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com).

## A message from our CEO: Life's funny like that!

When I started Divorce Marketing Group/Divorce Magazine 14 years ago, most family lawyers weren't interested in marketing — now most are. *Life's funny like that!*

Nine years ago, when we started building websites for family lawyers, most weren't interested — now most family lawyers have websites. *Life's funny like that!*

Today when we talk to family lawyers about social media — most are interested in learning more. *Life's funny like that!*

I personally invite you to attend our free monthly marketing teleseminars for family lawyers. Simply call in to listen and learn practical marketing tips. You can get the topics and dates of the teleseminars online at: [www.divorcemarketinggroup.com/dmg/seminar/family\\_lawyers.htm](http://www.divorcemarketinggroup.com/dmg/seminar/family_lawyers.htm).

If you prefer to focus on your practice and use us to do the marketing for you, please give me a call for a complimentary marketing consultation.

Dan Couvrette, CEO, Divorce Marketing Group  
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# FAMILY LAWYERS AND MARKETING



## Why do family lawyers need great marketing?

Regardless of whether marketing was — or more likely, was not — a part of your career vision, the simple fact is that marketing is not an option for the growth and continuous success of your family law practice; it is essential.

For starters, more than ever before, divorcing people across all demographic groups are “shopping around” for a family lawyer — especially online. And what these people see is a very crowded and competitive marketplace, one where it is difficult to distinguish the best and most experienced family lawyers from their inferior, inexperienced, or just plain incompetent counterparts.

Here is the bottom line: you need great marketing to reach potential clients and convey the reasons as to why they should choose your family law firm.

## Why Divorce Marketing Group is the

## authority on family lawyer marketing

Divorce Marketing Group is the only agency dedicated exclusively to serving family lawyers and divorce professionals. With over 14 years of experience in the promotion and marketing of family lawyers, we understand the divorce market intimately and thoroughly as it relates to our clients and getting their message out. We speak your language, understand your world, and know what marketing means to you — and what it does not! We also understand the needs of divorcing people, and what they are looking for in a family lawyer. It is our combined knowledge and proven experience that differentiates our firm from all others.

### Great marketing can tip the scales in your favor. It can:

1. Grow your practice
2. Help you stand out and look better than other family lawyers
3. Establish you as a “thought leader”
4. Attract positive media attention
5. Make you a sought after speaker
6. Keep you “top of mind” with your referral sources
7. Expand your network of referral sources
8. Attract the caliber of clients you want
9. Bring in the types of cases you want
10. Increase your hourly billing rate
11. Make your existing rainmaker(s) more effective and efficient
12. Recruit quality talent for your firm
13. Promote more junior family lawyers in your firm
14. Promote your family law firm 24/7 – not just during business hours

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- Why being a great family lawyer may not be enough to have a successful practice.
- What marketing skills – not just legal skills – are needed to grow your practice.

# CONSIDER YOUR CLIENT'S POINT OF VIEW



## Prospective clients are not just interested in your credentials

Many family lawyers incorrectly believe that clients want to know only about their chosen lawyer's legal credentials — and this belief is wrong! Clients generally assume that their family lawyer is competent and qualified, because the very job title conveys this information.

## What prospective clients also want to know

### Prospective clients are interested in knowing:

1. Your plan for helping them
2. Your qualifications as they relate to their unique situation
3. Your experience as it relates to helping them specifically — not generally
4. How your expertise is going to save them time and money, and reduce their level of stress
5. How you will protect their interests
6. What it is going to be like working with you and your staff
7. Whether you are accessible and reliable
8. Whether you will treat them with respect and as unique individuals

Put all of this together, and it means that you need client-focused marketing.

Client-focused marketing requires that you enter the world of your client, see life through their eyes, and speak their language — instead of the legal jargon that makes them feel uncomfortable and uninformed. For example, on your website, do you refer to your client as a “file”, or “the party”? Or, do you refer to your client's divorce as the “matter”? To your client, this is not a “matter”, it is their life right now. These are big errors, because your prospective clients want to deal with a lawyer who can relate to them as unique individuals. Therefore, do not use legal jargon that they cannot relate to.

What matters most to your clients is having their pain and concerns acknowledged and understood. Therefore, your marketing must reach out and embrace your client's personal details and circumstances. It must treat them as meaningful and influential partners in the relationship by going beyond legal advice, and providing answers to real client concerns such as: “where am I going to live?”, “how do I tell my kids about my divorce?” and “will I ever feel better?”

Ensuring that your clients feel understood and cared for is a core part of building authentic trust and loyalty. Not coincidentally, it also goes a long way to helping you stand out from other family lawyers!



### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- How to pay attention to your client's practical and immediate life concerns – the ones that brought them to your office to begin with.
- Whether you and/or your website use language that alienates prospective clients.

# CREATE A MARKETING STRATEGY AND ACTION PLAN FOR YOUR PRACTICE





## The value of your marketing strategy and action plan

Having a solid marketing strategy and action plan is essential to your overall marketing success. However, it has been our experience that few family law firms have a cohesive marketing strategy or action plan.

The downside of not creating a strategy and action plan is you will market your practice in a very ad hoc and ineffective way.

## The foundation of your marketing strategy: Your marketing positioning statement

Your marketing strategy starts with defining your target prospects, the benefits of choosing your firm, and what makes your practice unique. Start by asking and answering a series of questions (we provide some examples below).

1. Who are your target clients? Are they average families, high net worth individuals, entrepreneurs?
2. What are the benefits of choosing your firm?
3. What distinguishes your practice from others? Is it your outstanding service? The rates you charge? Your responsiveness? Your approach (such as litigation vs. ADR)? Your experience? Your area of expertise? Something else?

Once you have answered these questions you will be able to write your positioning statement — it should be something like this: *“We are a leading family law firm in ABC County that is experienced in peaceful divorce. We help high net worth individuals settle their complex divorces, while keeping litigation as a final option.”*

## Developing your marketing strategy and action plan

**Your marketing strategy should focus on your potential clients, and answers these questions:**

1. What specifics do you have to support the claims you have made in your positioning statement?
2. Where will you reach your target clients/referrals? Will you find them online or offline (newspapers, magazines, radio, TV), 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, interactive, or others?
5. What is your marketing budget?

**Your marketing plan should include:**

1. Lists of specific media, collateral materials and service providers you will use for your website, videos, advertisements for online and offline media, news-letter, firm brochures, etc.
2. When you will complete the design of your website, advertisements, etc.
3. A dollar amount for your budget and for each item on your list
4. Who in your firm will be responsible for executing these items
5. When you will analyze and review the results

## Targeted marketing

Your marketing dollar usually goes further when you do targeted marketing. In your action plan, be sure to include specific online and offline media that allow you to reach divorcing people in your local area. And if your target clients are business owners, you may want to reach them through local publications meant for entrepreneurs. Most print publications such as Divorce Magazine, have websites. Most of them will offer you special discounted prices if you advertise both in the magazine and on their websites. There are several major national divorce related websites. They offer different advertising options, including local lawyers listings, advertisements and professionally written profiles. Ask what options they have that will help you stand out.

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more articles and information on building your marketing strategy.

# STAND OUT FROM OTHER FAMILY LAWYERS



## Why stand out?

You are in a competitive field. You are competing for attention with your referral sources, you are competing on the Internet to look as good — if not better — than your family lawyer colleagues, and you are competing against other family lawyers that your potential clients are considering. Put it all together, and it means you have to do something to help you stand out.

## Strategies that help you stand out

There are many things you can do to ensure that your law firm stands out from others, including:

### 1. Create a memorable experience for your clients

No other single activity is as important as doing a great job for your clients. That is the foundation for creating a memorable experience for your clients who can become ambassadors of your law firm, if not friends. No amount of marketing can compensate for doing a bad job. However, keep in mind that doing a great job does not necessarily ensure a consistent flow of new quality divorce matters.

### 2. Providing prospective clients with information and resources

Most family lawyers do not offer an information package to prospective clients. They do their best to answer questions at the initial interview but the prospective client often leaves the meeting empty-handed. Giving prospective clients information and resources will help you stand out and be remembered, particularly if the information you give is not just of a legal nature. Providing prospective clients with a firm brochure and answers to frequently asked questions goes a long way to helping you stand out. However, if you want to go a step further, provide them with information that will help them with issues related to their finances, children, emotions/stress, parenting, relationships and more. This lets them know you understand that their concerns are not just legal in nature.

### 3. Utilize modern marketing tools and media

Take advantage of the fact that few family lawyers are utilizing new marketing options, such as social media to reach their target clients. Be seen as one of the innovative family law firms that embraces new technology. Read more about this on pages 16, 20 and 26.

### 4. Have a great website

Read more about this on pages 20–23.

### 5. Establish yourself as a “thought leader”

Read more about this on page 20.

### 6. Keep yourself “top of mind” with your referral sources

Read more about this on page 16.



## Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- The 15 strategies for nurturing and developing your referral network.
- The transcript from our 30-minute teleseminar on referral development.

# BRANDING: MAKE YOUR MARKETING MESSAGE CLEAR, CONCISE AND CONSISTENT

 Johnson & Smith LLP



## Why do you need branding?

Effective branding makes you look professional, and helps you to be remembered. It sets the tone and defines your practice. When used consistently, it helps your prospects and referrals remember who you are, what you do, and why they should choose or refer you.

## Tips to effectively brand your firm

Branding begins with a clear marketing positioning statement for your practice — who your target clients are, what you do, how you are unique, why divorcing people should choose you over a competitor — and then consistently expresses that statement in powerful messages and images across all of your marketing materials. Read more about marketing positioning statements on page 9. To brand your law firm, you will want to create: a logo, a tagline (a.k.a. motto or slogan), specific colors, and an overall look and feel. Once created, your branding should be applied consistently to all marketing materials, your business card, stationery, website, blog, twitter account, advertisements, newsletter/e-newsletter, firm brochure, lawyers' profiles, video presentations, press releases, articles and more.

Note that we have emphasized the word consistently above. Why did we do this? Because developing a clear vision and articulating it is just one part of the branding process. Consistently delivering your branding message, in different ways as driven by the marketing materials and media, is the other part. Indeed, we have seen family lawyers invest quality time in developing their brand, but they neglect to consistently make it a part of their entire marketing process and program. Ultimately, they undermine their own success.

## An example of branding

Here is an example of how a law firm can apply its branding consistently across all marketing materials:

Their website



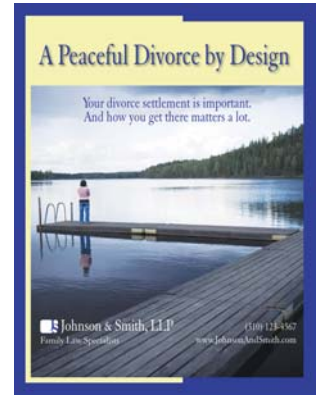
Their ad in a magazine



Their blog



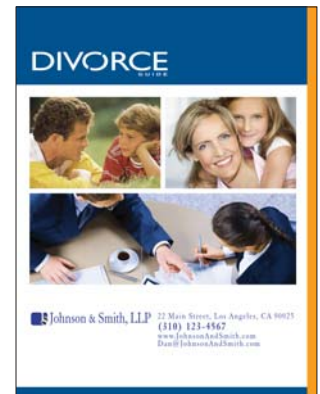
Their firm brochure



Their newsletter



Their divorce guide



## Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- Five things you should know about branding.
- How marketing is not merely a promotional “vehicle,” but an authentic, positive promise that a firm makes to its clients.

**CREATE A MEMORABLE EXPERIENCE:  
GIVE YOUR CLIENTS MORE THAN THEY EXPECT**



## You may ask: Isn't doing a good job for my clients good enough?

Your clients will tell other people of their experience with you. You want them to say good things about you, and furthermore, you want them to refer other people to you. Because of this, it is in your best interest to go beyond just providing good legal representation.

## Tips for exceeding your clients' expectations

### 1. Pay attention to your clients' emotional needs — not just the outcome

As you know, few family law cases are easy, and clients are rarely 100% satisfied with the overall experience simply because the nature of their family law matter is not personally pleasant. So while you focus on results, ensure that you pay attention to your clients' emotional and psychological needs as well.

### 2. Go beyond the call of duty

You can go "beyond the call of duty" by providing clients with exceptional service and information, resources, and personal touches they might not expect. You can do that by having helpful divorce-related (co-parenting, financial, dealing with stress, etc.) information on your website and in your office. You can also recommend books and inspirational CDs or DVDs that help them deal with the challenges they face.

### 3. Become an information resource for your client

Create a valuable Client Information Package that includes useful information and resources that help your clients handle their issues in a clear, practical manner. Your package should not simply be forms to fill out or something that seems technical or clinical.

### 4. Appeal to your target clients

Look over your list of clients and think about what sort of things might appeal to the greatest number of them. If your practice is weighted to one gender or one economic group or one professional group (e.g. entrepreneurs, military, homemakers, etc.) you will want to consider which extra services or perks will mean the most to each group.

### 5. Give an unexpected gift to your client

Give your clients gift certificates to services they need, such as gift certificate for a consultation with a financial planner, psychologist, accountant, or other professionals — all of whom would probably give your client a discount or a free session. You can also offer gift certificates for a day at the spa, movies, zoo or museum, a massage with a registered massage therapist, a discount for a moving company, and so on.

### 6. 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.

## Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- The different methods of being "client-oriented."
- How ignoring the reality of a client — which includes both legal concerns and everyday "life" concerns — undermines your ability to deliver client-centric service.

## STAY CONNECTED WITH YOUR REFERRAL SOURCES



“I have the utmost respect for Dan and his team. Dan’s success is his devotion to Divorce Magazine/ DivorceMagazine.com and the entire concept of what he is doing. He will grow you and your business into the future, before you even know what that future is. He sees it and assists you. 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.  
Chicago, Illinois*



## Why you need to stay in touch with people who already send you clients

Every one of your referral sources probably knows other family lawyers to whom they can refer clients – and you want them to think of you first! It's simple: if you are not "top of mind" to your referral sources, someone else will get the referral.

## Tips for staying "top of mind" with your referral sources

Typically, your prospective clients consult different informal and formal sources before choosing a family lawyer. These sources include: your past clients, family, friends, peers, professionals (e.g. therapists, family counselors, clergy, spiritual counselors, financial advisors, family doctors, trusted colleagues, lawyers), and so on. Here are a few strategies for staying "top of mind" with your referral sources:

### 1. Thank your referral sources three times if you can

Thank your referral source when you get the referral, when you get the business and when the case is complete. A "thank you" can be in the form of an email, phone call, card, gift, including the referral source as a resource on your website, offering information about their service in your office, and so on.

### 2. Use social media to keep you connected

Are you using social media to stay connected with your referral sources? If not, you should be! Get informed and get connected using LinkedIn, Facebook and Twitter. You can participate on these website for free.

- **LinkedIn.com** is the biggest online networking website for professionals. Sign yourself up on LinkedIn.com and then go and see who you can connect with. Connect with others by joining some groups or starting your own group.
- **Facebook.com.** We recommend that you set up a "Page" for your company instead of using your personal profile for business purposes. This public page can be accessed and viewed by any user of Facebook even if they are not connected to you.
- **Twitter.com** is the simplest and easiest of the three. It takes about 30 seconds to post a message to your followers. Make sure you provide business related messages that are of value to your followers and include relevant links to your website often.

### 3. Create and send out a free eNewsletter

Few tools will keep you at the top of a prospective client's (or professional's) mind more than a regular electronic and/or print newsletter.

### 4. Send "interest specific" information to professional and personal contacts

Create a list of professionals you know, along with any common interests you may share. Then be on the lookout for any news stories or information on the subject that may be of interest to them. You may even consider organizing an event around their interests.

## Find out more:

Go to [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com) for more tips and articles on this topic. Read:

How your eNewsletter might look by checking out some examples.

A transcript from our 30-minute Teleseminar that covers all the current social media marketing tools, how to get started, and how to get the maximum marketing value from their use. ([www.DivorceMarketingGroup.com/transcript.htm](http://www.DivorceMarketingGroup.com/transcript.htm))

# DISTINGUISH YOURSELF AS A “THOUGHT LEADER”



## Why distinguish yourself as a “thought leader”? Just think of the 3 R’s

The 3 R’s are: recognition — you stand out from other family lawyers; reward — you work on more interesting cases, and receive better remuneration — you will be better compensated because you will be recognized as one of the best. Here is how to distinguish yourself as a thought leader:

### 1. Write articles

Write an original article on a family law related topic, include a small paragraph about your practice, your website address and contact information, and then submit the article to: media, professional journals, and any number of online article directories. Do this as often as possible. Also, make sure you offer your family law expertise to write for other professional groups and associations (such as therapists, divorce financial advisors).

You will find a list of websites to submit your articles to in the Marketing Resources section of our website ([www.divorcemarketinggroup.com/marketing\\_resources.htm](http://www.divorcemarketinggroup.com/marketing_resources.htm)). Plus, if you want to increase the chances of your article being featured, call the editor or webmaster directly. Very few (if any) family lawyers do this, which is precisely why it works so well!

### 2. Send press releases

The Internet has made distributing a press release easy and inexpensive. Literally within seconds, a press release can be picked up and published by a media outlet in your area and or on the other side of the world. Keep in mind that your press releases should not be fluff — they should be something that is newsworthy, informative, thought provoking — or all of the above. Also, send press releases to your professional contacts and clients. Featuring your press releases on your website and in your e-newsletter also says that you are a thought leader.

### 3. Use Twitter, Facebook, and LinkedIn

Refer to the previous section for information on how to use these social media tools to stand out and establish yourself as a thought leader. You can also read a transcript from one of our 30-minute teleseminars on social media that cover all current social media, how to get started, and how to get the maximum value from their use. You can find it online at: [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm).

### 4. Blog

Unlike web sites, which require design and HTML skills to produce, blogs are quick and easy to set up using off-the-shelf software. Take the time to write your blog, connect with other bloggers and interact with people who comment in order to establish yourself as a thought leader.

### 5. Maximize your Bar Association time

Most family lawyers are involved with bar associations, primarily to maintain connections with their colleagues and to attend continuing legal education courses. If you focus on becoming the “go to” expert for a particular area you are interested in becoming known for (such as child custody, finances and divorce, mediation, collaborative divorce, domestic violence, legal research, appeals, etc.) you stand a better chance of becoming recognized as an expert and being asked to speak at CLE events.

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- The formula for effective business development and non-productive business development.
- What you need to know to start blogging and other social media.

# CREATE A BETTER WEBSITE



## Why you need a better website

Like it or not, some potential clients will decide on contacting or retaining your firm or another firm based on your website. As such, it needs to be professional, functional and user friendly.

## Tips to make your website better

Your family law practice's website must be strategically built, designed and positioned on the web. Merely having a website is not strategic. We have identified 10 steps to designing a powerful, effective and smart family lawyer website. Here is a sneak peek at three of the steps. You can find the rest at [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com).

### 1. Make sure your website has enough quality content

While you do not necessarily need to provide your clients with a library of reading material about yourself and your practice, you should provide them with enough content so that they can learn about you, how you will help them, what your practice stands for and what it will be like to work with you. You should also add other useful information and resources to your site on a regular basis, as this will bring in more traffic. A newsletter is ideal for this purpose. Additionally, useful information on your website will increase the chances of people forwarding your site to others, the chances of getting referrals, and the chances of somebody returning to your website.

### 2. Make sure your website looks professional and current

It is critical that you have a great website in order to have a constant flow of high-quality clients. Your website speaks for you when you are not there to speak for yourself and so it must be professional and current. If you have a website and it was built more than five years ago, congratulations — you were probably ahead of the curve! But that was then; what about now? Take a hard, objective look at your website and honestly see if it looks dated now. Technology and website-building software has improved massively over the years, as have website design styles.

### 3. Make sure you get a professional to help you build a search engine friendly website

The person(s) who creates your website should do it for a living; that is, she or he should be an expert. While it might make financial sense to have friends or family members “build a website,” we caution against this. We also caution against your IT person building your website, as this person typically doesn't know much about branding, what divorcing people need, how to present family lawyers or SEO (search engine optimization). See page 24 for more on SEO. Remember: your practice is not a side-project; it is your livelihood. Furthermore, your colleagues (at least some of them, if not most) are having professional websites built — and prospective clients can and do “judge a book by its cover.”

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- Our 10-Point Checklist for Family Lawyers' Websites.
- How to determine whether it is time to revamp your websites.
- How to determine who you should hire as your website design firm.

# TEN COMMON WEBSITE MISTAKES TO AVOID



## Common website mistakes

We have built a lot of websites for family lawyers and have seen hundreds, if not thousands, of family law firm websites. These are the top ten most common mistakes we have seen, along with their solutions:

- 1. The Mistake:** The website is all about the law firm and the lawyers.  
**The Solution:** Add content to your website that gives your visitors information about: the divorce process, answers to frequently asked questions, articles written by other professionals (therapists, accountants, financial planners, etc.).
- 2. The Mistake:** The website address does not belong to the firm and there is no keyword value.  
**The Solution:** Get your own domain name, and make it simple and memorable if possible. Think outside of the law firm name box. Do you really think [www.johnsonsmithscaffidi.com](http://www.johnsonsmithscaffidi.com) is a good name, from your potential clients' point of view? Also, search engines like website addresses that have keywords in them, such as "divorce" or "lawyer."
- 3. The Mistake:** The law firm does not own the website design — and they do not know it.  
**The Solution:** Some law firms are finding out that after paying a lot of money, they do not own their website. They have to keep on paying sizable monthly fees and they cannot move their website to another hosting provider without paying. Some of them cannot sell the website when they sell their practice.
- 4. The Mistake:** The law firm is paying too much and getting too little for their website.  
**The Solution:** Generally speaking, if you are paying more than \$200/month for the hosting and updating of your website, then you are paying too much. It is time to shop around, especially if you are not happy with the service or turnaround time from your website company.
- 5. The Mistake:** The website is not meeting your business objectives — good looks are not enough!  
**The Solution:** Revamp your website. Hire a firm that understands the business needs of a website and your marketing strategy and positioning statement.

For instance, if you are looking for more cases with high net worth individuals, then your design and web text need to make this clear. It should be on your home page, in the heading, or have a page of its own.

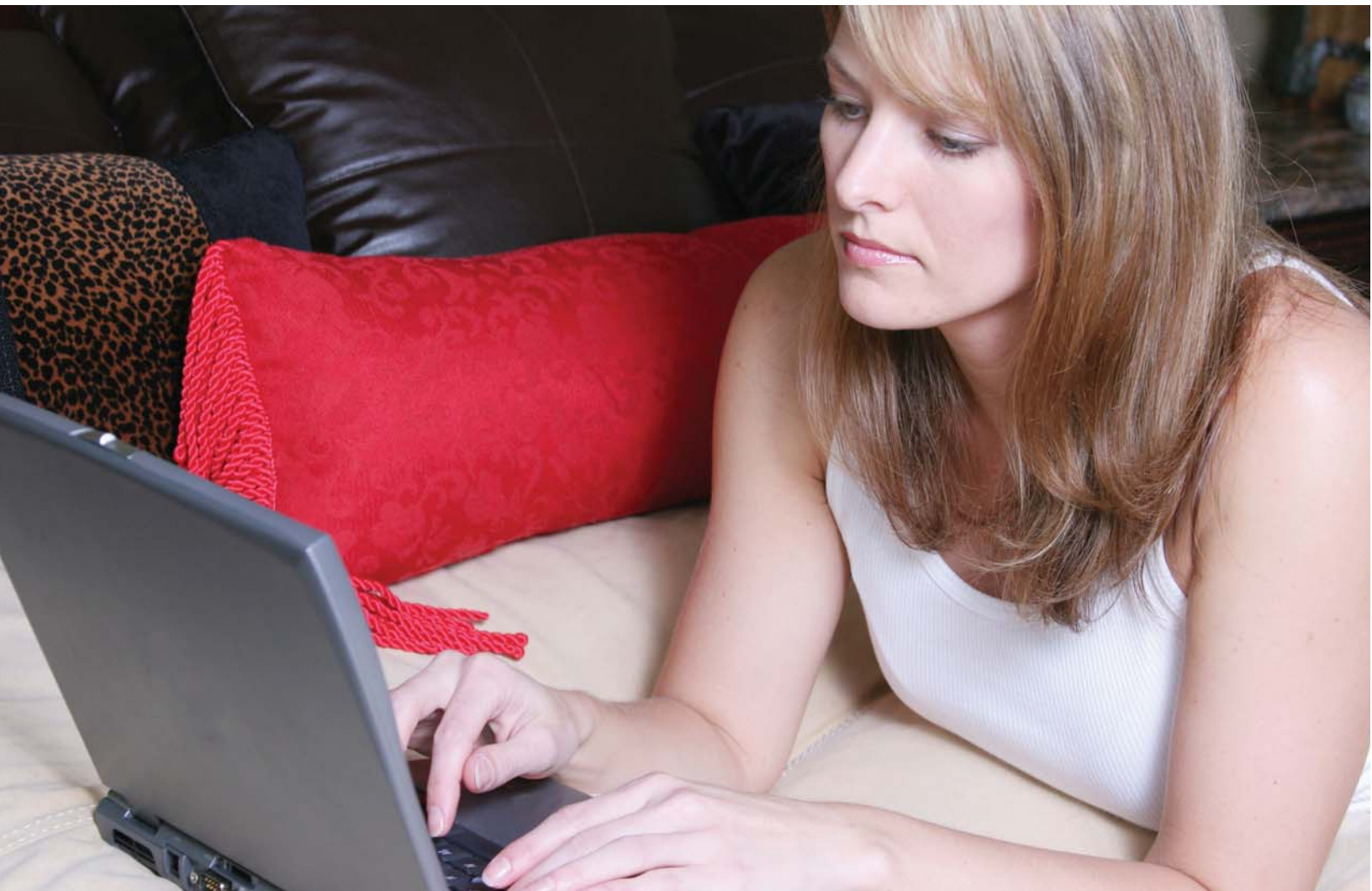
- 6. The Mistake:** The website is not visitor friendly — it is written for lawyers not lay people, and visitors cannot find what they are looking for.  
**The Solution:** Hire a professional writer and webmaster to take a fresh look at your website, rewrite the content, and reorganize/redesign your site while keeping a divorcing person's perspective in mind.
- 7. The Mistake:** The website lacks content and/or is under construction.  
**The Solution:** Write content yourself, hire a professional writer to create content for you, ask your colleagues and your referral sources (therapists, accountants, financial planners, etc.) to provide you with articles.
- 8. The Mistake:** The website is not search engine friendly (it will not be found when potential clients perform a Google search).  
**The Solution:** Speak with an SEO (search engine optimization) specialist. This professional will look at the technical design of the site and review the text, metatags and titles to make certain you are featuring the "keywords" divorcing people are looking for in the appropriate places and with the appropriate frequency.
- 9. The Mistake:** The "keywords" on your website have been chosen based on personal feelings rather than statistics.  
**The Solution:** Hire a SEO specialist who will do the necessary research and use the proper tools to select the right keywords for your law firm.
- 10. The Mistake:** The website looks dated and/or amateurish.  
**The Solution:** Hire a website design firm that understands the needs of family law attorneys and divorcing people. Doing so will save you time and money and give you a much more user-friendly and effective website.

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- Our list of advanced Internet marketing techniques.
- Tips to make sure the text on your website is search engine friendly.

# BRING TRAFFIC TO YOUR WEBSITE: BASICS OF SEARCH ENGINE OPTIMIZATION





## The basics of Search Engine Optimization (SEO)

Anything that we write about SEO can become dated quickly, as this is a very fast moving subject. And, in this Marketing Guide, we can only give you a highly simplified explanation on this complex topic. We recommend that you visit [DivorceMarketingGroup.com](http://DivorceMarketingGroup.com) to get the latest information about SEO as we regularly post articles on our website.

One of the main objectives of SEO is to have your website show up on the top of the first page of search results when your prospective client is searching for a family lawyer. This display of your website is free, or “organic”, because the search engines view your site as highly relevant to the user.

Search engines are not in the business of promoting your website. They are in the business of relevance. They exist to match users up with websites that they want to visit (based on what the user has typed into a search box).

### What is SEO?

The SE part of SEO stands for search engine. A search engine is simply a portal that one uses to find websites and other information (images, videos, blogs etc.) Currently, Google is the most popular search engine. Your prospective client types in a search term or “keyword” in the search box — such as “San Diego family lawyer” — clicks submit, and within seconds is presented with thousands, if not millions, of websites.

So how do search engines decide which websites to present to users? Answering this is where the O (optimization) part of SEO comes in. Search engines use keywords (among other variables) to determine how relevant your website is. If a user has searched “San Diego family lawyer”, and your website has “San Diego family lawyer” in it multiple times, it would be deemed more relevant than websites that do not have this key phrase.

Keywords or phrases can appear throughout your website in the headings, body text, website address, text behind the pictures and in metatags that are not visible to viewers but are read by search engines. The frequency (a.k.a. density) of the keyword and its placement throughout the website is “scored” by the search engine. Websites that receive a higher score are presented to your prospect clients first.

Search engines have a lot of rules. If you overload your website with keywords, it will not be rewarded by search engine scores, in fact, it could be penalized - that is why it is a good idea to work with SEO experts. Few website designers are also SEO experts so you need to do your homework to make certain the website design firm you are hiring is also SEO savvy.

Aside from keywords, other factors play a big part in determining which websites come up first. Other factors include:

- How long your website has been around
- How much relevant content do you have on your website
- How frequently you update and add new divorce-related content to your website
- How many related and/or powerful websites link to your website

### What do providers offer in an SEO program?

A comprehensive SEO program will consist of two parts: upfront website optimization and on-going efforts that include link building, article submission, social bookmarking, listing on local and relevant directories, etc. It can take a few months before you will see the results from any SEO program.

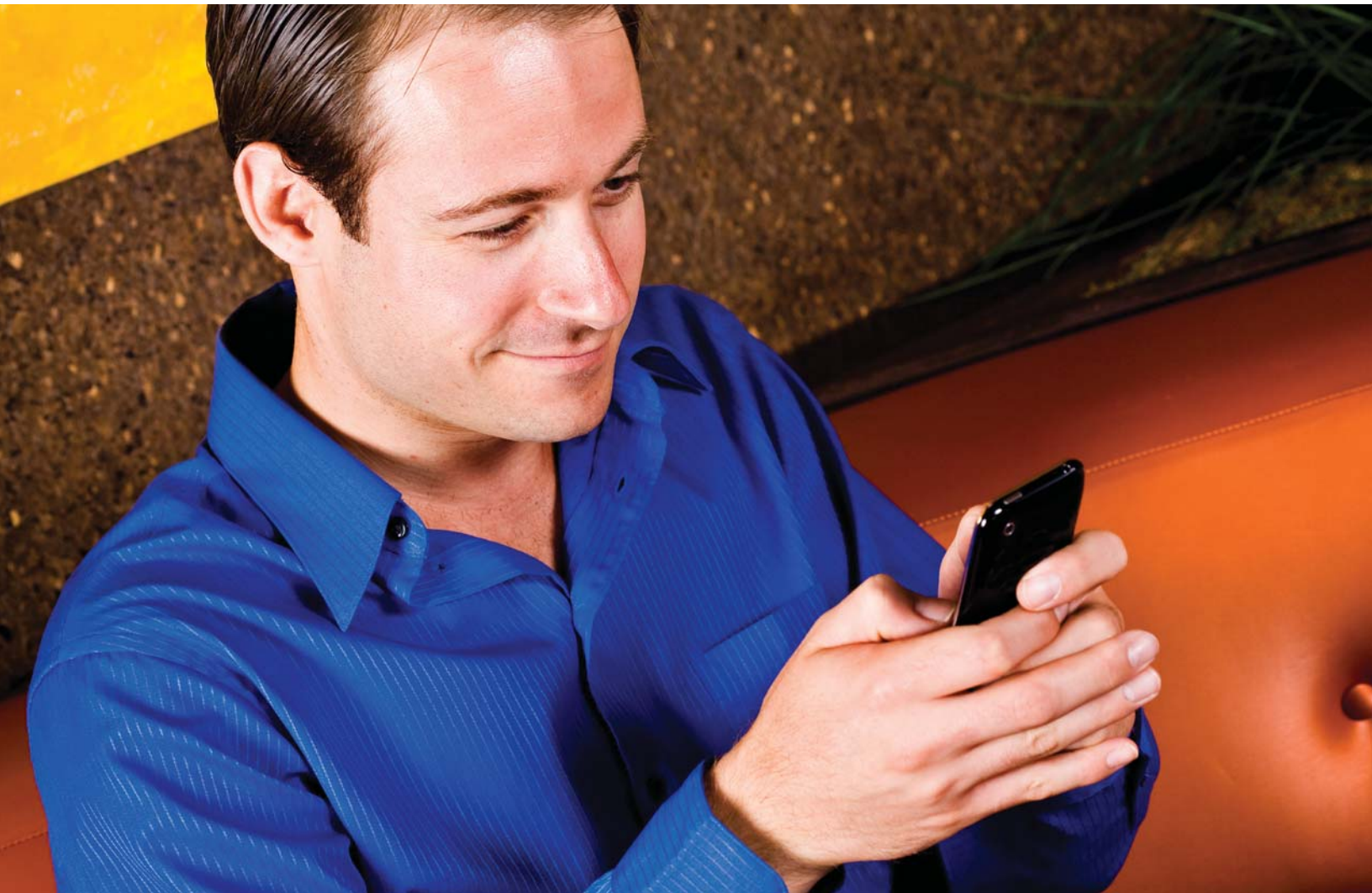
SEO is complex but is something you need to be aware of and ensure that it is part of your website strategy. If you already have a website and your website design firm does not provide SEO services, contact a firm that does. And if you are about to build/redesign your website, it is best to hire a firm that offers design, writing and SEO services so you can get the benefit of one-stop shopping.

### Find out more:

Go to [www.DivorceMarketingGroup.com\\_resources.htm](http://www.DivorceMarketingGroup.com_resources.htm) for more tips and articles on this topic. Read about:

- How to make sure your web text is SEO friendly.
- Our next free teleseminar on SEO.

# NEWER MARKETING OPTIONS: SOCIAL MEDIA, VIDEOS, PODCASTS, PPC ADVERTISING AND MOBILE MARKETING



## Social media

Social media is everywhere these days, and it is not just for kids anymore — in fact, President Obama used it extensively to mobilize his successful election campaign. The principles behind social media are very tried and true, and that is precisely why social media works, and why it is not a fad — it is here to stay!

There are two core reasons why social media should matter to you, and furthermore, should be a core part of your marketing strategy (if it is not already).

1. People consider trust to be a core reason for doing business with anyone or anything, be it a department store, restaurant, or indeed, a family lawyer. Social media easily, conveniently and quickly allows people to endorse and recommend you. In other words, it is a referral source, an old concept of word of mouth/peer review marketing, brought into the 21st century.
2. Earlier in this Marketing Guide, we discussed ways of staying “top of mind” with your referral sources. Social media, whether it is LinkedIn, Facebook, Twitter and blogs keep the relationship open between you and the people you want to influence and stay connected with.

## Videos

Many family lawyers have videos of themselves/their firm produced and featured on their websites, and on other websites such as YouTube.com and DivorceMagazine.com. The goal of all marketing is to look your best — and not everybody does well in front of a video camera. If you are thinking of producing videos, consider these questions and suggestions:

- Do you think you will perform well and look your best in a video?
- Are you willing to pay to have quality videos produced? (Remember: amateur videos are not for lawyers!)
- Keep your videos short – one minute or less is ideal
- Offer useful information in your video, not just self-promotion
- Transcribe your videos so you can feature the video and text version on your website and elsewhere

## Podcasts

Podcasts can either be audio or video files that you create and make available on your website and/or on other websites (e.g. iTunes). The advantage of audio podcasts is that they are much less expensive to produce than videos, and they are easier to produce because you can read your script and sound very professional. You can transcribe the audio clips (keep them less than 2 minutes) and feature text and audio versions on your website and elsewhere.

## PPC (pay per click) advertising

PPC ads are paid advertisements that appear when users search with a particular term (e.g. “San Diego divorce lawyer”) through a search engine. These small text ads typically appear alongside the “organic” search results (websites that appear for free because search engines value them as being relevant for that term).

Basically, your law firm would pay search engines each time someone clicks on your advertisement. The click takes the user to your website. Preferably, it would take them to a page that provides some additional targeted information, which will increase the chances of converting them into a client. PPC can generate clients and will become more important as search engines push to generate more revenue for themselves.

## Mobile marketing

The next frontier in marketing is mobile marketing. Major corporations have created, or are creating websites and marketing campaigns specifically targeting the mobile market. Family lawyers will be impacted by mobile marketing as web developers like Divorce Marketing Group build mobile (.mobi) websites that feature divorce-related information and family lawyers. DotMobi websites are leaner (less graphics and simplified navigation) than traditional websites, but equally robust in terms of being a resource to find divorce professionals and divorce-related information. So, get ready to benefit from these websites.

### Find out more:

Go to [www.DivorceMarketingGroup.com](http://www.DivorceMarketingGroup.com) for more information on these topics. Read about:

- Our video production and marketing program.
- Our next free teleseminar on social media.

# ABOUT DIVORCE MARKETING GROUP



Ken Nathens

“We’ve been using the services of Divorce Marketing Group for over 8 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 and on [www.DivorceMagazine.com](http://www.DivorceMagazine.com).”

*Ken Nathens  
Family Lawyer/Partner  
Nathens, Siegel, LLP, Toronto, Canada*

## Divorce Marketing Group is dedicated to marketing divorce professionals

Divorce Marketing Group is the only agency dedicated to helping divorce lawyers and divorce professionals grow their practices. We understand the divorce market better than any other agency. We can help you grow your practice by helping you stand out among your colleagues and by offering you a wide range of innovative marketing services and products that reach divorcing people.

## We have over 14 years of experience in promoting family law firms

Since 1996, we have been helping hundreds of family lawyers in the U.S. and Canada market their services online and offline. We will enhance your credibility, presence and profit. Our clients say we help them generate quality leads, turn prospects into clients, and even increase their hourly rates.

## Focus on Your Law Practice. Leave the Marketing to Us

If you are like most of our family lawyer clients, you are very busy doing what you are good at. 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 develop your practice and focus on your clients. Here is what we will do:

- Develop your marketing strategy and action plan, and help you implement them
- Help you stand out from other family law firms
- Create and sustain your branding
- Make certain you impress your clients and prospective clients
- Ensure you are connected to your referral sources
- Distinguish you as the industry thought leader
- Provide you with a better website
- Market your website so that it can be found on Google and other search engines

- Utilize the latest marketing options to achieve your business objectives

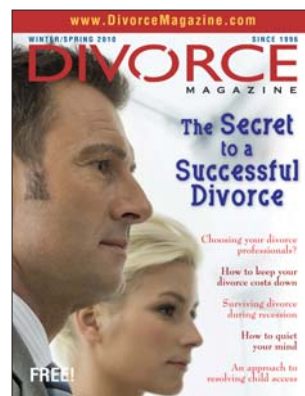
We will develop a professional marketing plan and put it into action so your firm will be recognized, remembered and retained by divorcing people.

## Your one-stop marketing agency

You can choose from our wide range of services and products to suit your firm's needs and your budget. Here are just some of our products and services:

### 1. Divorce Magazine

Divorce Magazine is the only magazine that targets divorcing people who need your expertise right now! Your advertisement in Divorce Magazine can inform prospective clients about why they should use your services and remind other professionals to recommend you. Launched in 1996, Divorce Magazine now has regional editions in California, Florida, Illinois, New York/New Jersey, Texas and Ontario.



### 2. DivorceMagazine.com

Reach divorcing people precisely when they need your services by featuring your practice on one of the best divorce-related websites with a listing, a full firm profile and/or frequently asked questions answered by you. See a sample page of frequently asked questions answered by family lawyers at [www.divorcemag.com/CA/faq/#Legal](http://www.divorcemag.com/CA/faq/#Legal).



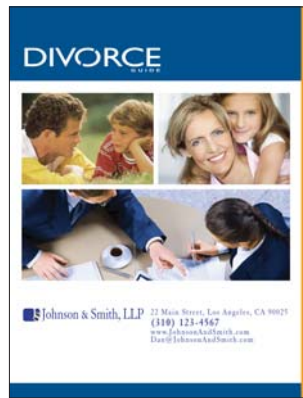
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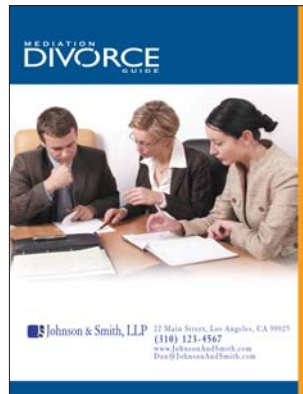
### 3. Divorce Guide

This helpful 28-page guide is a custom-published piece with your firm's name and profile on the cover. It has ten articles on various topics including: legal, financial, emotional and parenting issues. It can be given to prospective clients, clients and professionals who can refer business to you. You can also feature a PDF version on your website. See a sample at [www.divorcemarketinggroup.com/products.htm](http://www.divorcemarketinggroup.com/products.htm).



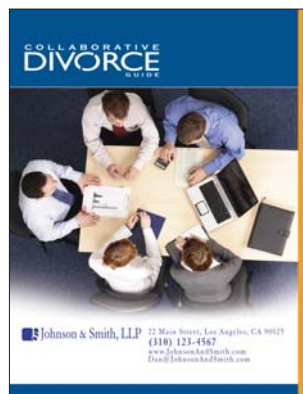
### 4. Mediation Divorce Guide

If you are a divorce mediator, this 28-page guide is specially made for you to help you grow your mediation practice. This guide has ten articles on various topics including; mediation, financial, emotional, and parenting issues. The front cover is customized for you with your firm name and contact information. On the back cover is your firm's Profile, professionally written and designed for you. This guide is currently only available in a PDF format.



### 5. Collaborative Divorce Guide

If you practice collaborative law, you will want to give this 28-page guide to your clients and prospective clients. It features articles that explain what collaborative divorce is, its process and its benefits. It is custom published with your firm's name and profile on the cover. See a sample at [www.divorcemarketinggroup.com/products.htm](http://www.divorcemarketinggroup.com/products.htm).



### 6. Divorce eNewsletter

This monthly eNewsletter is custom published for your firm. Add it to your website to enrich its content. Email it to clients and professionals who can refer clients to you. See a sample at [www.divorcemarketinggroup.com/products.htm](http://www.divorcemarketinggroup.com/products.htm).



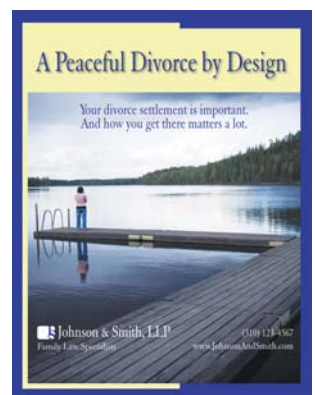
### 7. Website Design, Search Engine Optimization and Marketing

Our team can create a custom designed, quality website that will enhance your image and persuade divorcing people to consider your service. We can optimize and promote your site for better ranking on Google and other search engines through our SEO service. We can also advertise your website using Google AdWords and other pay per click programs from search engines. See sample websites we have designed at [www.divorcemarketinggroup.com/website.htm](http://www.divorcemarketinggroup.com/website.htm).



### 8. Logo and Firm Brochure Design

Divorce Marketing Group can custom design your firm's logo, business cards, letterhead and other material to promote your practice. We can also turn your website into a firm brochure!



## 9. Social Media Programs

Go where your prospective clients are already going and learn how to make your practice visible to them. Social media is the newest way to develop leads and communicate with professional contacts, friends, and family. We can set up your blog, your pages on LinkedIn, Facebook and Twitter and give you a tutorial on how to use them to market your practice. This will save you the time and frustrations of having to learn how to set them up yourself.

A. Blog



B. Twitter



C. Facebook

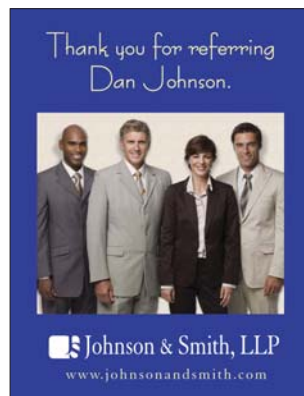


D. LinkedIn



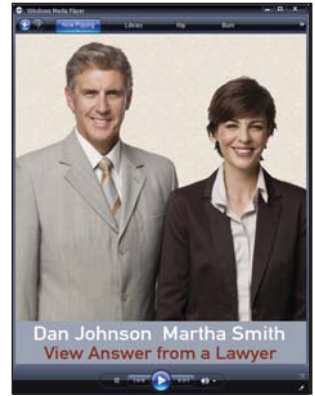
## 10. Referral Development

Many of your prospective clients probably come from referrals. What if you could increase the number of those referrals? Divorce Marketing Group has programs to assist you in getting more of those much sought-after referrals. Our referral development tools range from customized eNewsletters to customized thank you cards. Our goal is to help you be remembered — so when it comes time for past clients, professional contacts, friends and family to give a referral, they think of you.



## 11. Video Production and Marketing

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



## 12. DotMobi Marketing

Divorce Marketing Group will help you reach prospective clients who use their mobile devices to search for divorce related information. In 2010, we will be launching two mobile websites: DivorceMediator.mobi and FamilyLawyer.mobi. Make sure you give your law firm the edge by being a part of these websites when they are available.

## 13. Marketing Consulting Service

Our marketing consultants are available to help you grow your practice. They will help you develop your marketing strategy and implement your action plan.



**Call us today for your complimentary initial marketing consultation:**

**Dan Couvrette**  
**(888) 217-9538 Ext. 24**  
**DanC@DivorceMarketingGroup.com**  
**www.DivorceMarketingGroup.com**

# FOCUS ON YOUR PRACTICE. LEAVE THE MARKETING TO US.

## Our clients rave about us.



“Divorce Marketing Group has been the driving force in developing our strategic marketing plan which has grown our firm from 6 to 16 attorneys. We could not have done it without their guidance and support. As the Managing Partner of our firm, I have personally recommended Divorce Marketing Group to many of my colleagues

throughout the country. Divorce Marketing Group really understands family law firms.”

**Steven A. Mindel**  
Family lawyer/Managing Partner  
Feinberg, Mindel Brandt & Klein, LLP  
Los Angeles, California



“I have the utmost respect for Dan and his team. Dan’s success is his devotion to Divorce Magazine, DivorceMagazine.com and the entire concept of what he is doing. He will grow you and your business into the future, before you even know what that future is. He sees it and assists you. 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., Chicago, Illinois



“I’ve worked with Divorce Marketing Group for 6 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/Partner  
O’Neil Anderson, Dallas, Texas



“We’ve been using the services of Divorce Marketing Group for over 8 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 and on www.DivorceMagazine.com.”

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