



**VELOCITY**

Your Dream Divorce Practice Can Be Yours!

Where Divorce  
Professionals  
GET READY,  
GET REAL, GET  
RESULTS!

Market Like A Pro  
in 30 min a day

## **BLOCK 30 MINUTES A DAY FOR MARKETING**

### **25 Marketing Quick-Hits**

- WRITE A BLOG • GET A SPEAKING GIG • CREATE A CHECKLIST • SPONSOR AN EVENT • ASK FOR AN INTRODUCTION • HOST A WEBINAR • FOLLOW UP WITH A PROSPECT • NETWORKING EVENT • SEND A THANK YOU CARD • FACEBOOK LIVE • GIVE A TESTIMONIAL • CREATE A LIST OF PROSPECTS TO FOLLOW UP WITH • ASK FOR A TESTIMONIAL • HOST A NETWORKING EVENT • CRAFT YOUR SIGNATURE TALK TITLE • SEND A 9 WORD EMAIL • CREATE TOP 10 BLOGS TO BE HOSTED ON • WRITE YOUR BIO • Teach on Facebook Live • OFFER A FREE TOOL ON SOCIAL MEDIA • CALL/EMAIL 6 PLACES WHERE YOU CAN SPEAK • CLEAR THE OFFICE CLUTTER • SEND 'CREATIVE' SURPRISE GIFT TO HOT PROSPECTS • SHOOT A LIVE VIDEO • Volunteer •

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## Easy Email Scripts

TIPS: Keep it simple. Be conversational. If you don't ask, you won't get!

### Email 1

Hi xxx,

Just checking in with you. How are you doing? Is there anything I can do to support you right now?

[Signed]

### Email 2

Hi xxx,

I'm wondering if you could help me.

I've got a new strategy that I'm testing.

It's for introductions to people (attorneys, mediators, therapists) just like you. People of your quality who are X, Y, and Z.

When you and I worked together, you achieved [this result]. Do you know other people who would like that?

[Signed]

# QUICK EMAILS TO ENGAGE AND EXPECT REPLY

## Email 1

Hi xxx,

It's been a while.

I just wrote a short guide on XYZ / made a check checklist / shot a quick video for some of our clients.

It's quick to read and shows you how to [overcome problem] and get [result] instead.

I normally only share this with our clients but happy to send it to you if you think it would be helpful.

Would you like me to send you a copy?

[Signed]

# QUICK EMAILS TO ENGAGE AND EXPECT REPLY

**Email 2**

**Hi xxx,**

**Did you get a chance to read the article yet that I sent over?**

**So many people struggle with [problem] without realizing that there is another solution available to them.**

**I'm happy to hop on a quick call and brainstorm some further ideas with you.**

**Would that be helpful to you?**

**[Signed]**

**Hi xxx,**

**Are you still looking to [insert result you can help them with] [Signed]**

# How to Do a LinkedIn Campaign to Form Referral Relationships with Marriage and Family Therapists

1. Do an advanced search using filters to find the professionals you are looking for.
2. Send them a Connection Request with something like this in the message:

“Hi John, I specialize in serving clients going through divorce and my clients often need a quality family therapist. Based on your profile, I think you could be a good fit for a lot of my clients. Would you be willing to get together for coffee or lunch so that I could learn more about your philosophy?”

4. When they respond, set up a time to get together to discuss what you each do. (Be sure to let them talk first!)
5. If they don't respond, in 3 days, send a physical letter with similar language, include your business cards and brochure.
6. 5 days later, call their offices to request scheduling a meeting.

Fair warning, don't send too many connection requests because therapists are MUCH more responsive than attorneys and you'll be surprised how many you hear from!

# Therapist Campaign, pg 1

Hi (name),

As a therapist, I know you are helping people daily with the extremely stressful life events of divorce and separation and dealing with the wide range of emotions and intense feelings that go with it.

Of the many reasons for divorce, probably one of the most common issues that causes marital conflict is finances. Money and financial issues can be a significant source of stress and adversely affect both mental and physical health.

In therapy, you are able to address the psychological and emotional consequences of financial issues but may struggle to provide guidance around resolution of their financial challenges. As a Certified Divorce Financial Analyst (CDFA), I can give your divorcing clients the financial expertise that they need to analyze the financial data to get a clearer picture of their immediate financial needs and avoid long-term

financial pitfalls due to poor choices made based on lack of financial intelligence.

If a couple determines that divorce is the right option for them, then it is primarily about dividing assets. Financial advice is just as important as legal advice and in some cases more so. When a divorcing individual or couple finds me first, we can work through much of the analysis of the best way to divide assets so that both parties get to keep more of their own money. This makes time spent with attorneys

more productive and typically less costly.

# Therapist Campaign, pg 2

People often want to know:

- How should they divide money and property in a tax efficient manner?
- Can they afford to divorce?
- Can they retire as planned?
- How long will their money last?

As a Certified Divorce Financial Analyst, I prepare divorcing individuals so they can have a meaningful and money saving discussion about division of their own financial resources with an attorney.

I'm seeking therapist partners that I can refer my clients to and assist them with theirs. I really like what I've seen about your practice and would be interested in discussing the best ways that we might help each other. Take a look at the information I have provided and I will plan on following up with you by

phone next week so that we can hopefully meet in person and explore possibilities! I look forward to speaking with you soon and feel free to reach out to me if you have questions.

Regards,

