

# How to Improve BGDD Newsletter



**BRANDMEYER GILLIGAN  
DOCKSTADER & DAVIDSON, LLP**  
*Specializing in Family Law*

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NEWSLETTER

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MARCH 2012

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www.BGDDLaw.com

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QUICK LINKS

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Our Team

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OUR DIVORCE GUIDES

DIVORCE





BRANDMEYER GILLIGAN DOCKSTADER & DAVIDSON, LLP and Divorce Magazine are pleased to provide you with this monthly e-newsletter and hope that the information and articles contained within are helpful and supportive.

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Considering Divorce:

Reasons for Divorce

Look into your reasons for wanting a divorce before you make that decision. [\(Read more\)](#)

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Friends and Family Divorce:

Dealing with Friends, Family and More During Divorce

As the divorce process drags on you will discover that your entire range of relationships has changed. [\(Read more\)](#)

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Parenting & Step-Families:

Children's Wishes and the Law

Find out whether children's wishes count and how you may relate to their wishes. [\(Read More\)](#)

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Relationships:

Building a Happy, Healthy Life Together - Part 1

Some tips on how to have a lasting relationship to prepare you for a second time around. [\(Read More\)](#)

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Health and Well-Being:

Managing Negative Thoughts Through Positive Manipulation

Use the art of Positive Manipulation to consciously shift yourself away from a negative state of being and make choices that benefit you, your ex and your children. [\(Read more\)](#)

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BGDD News:

**March 6, 2012:**  
**Facilitator for Divorce/Separation Support Group**  
Barbara E. McNamara has been appointed as the new facilitator of the Divorce/Separation Support Group at St. Bonaventure Catholic Church in Huntington Beach which holds bi-monthly meetings on the 1st and 3rd Tuesday of the month. Next meetings: March 6th and 20th. [\(Read More\)](#)

**March 20, 2012:**  
**Campaign Fundraiser for Carmen Trutanich**  
Janine M. Frisco, her brother, Deputy District Attorney Christopher Frisco, and The Frisco Family are hosting a fundraising event for City Attorney Carmen Trutanich for his campaign to become the District Attorney of Los Angeles County. [\(Read More\)](#)

**April 21, 2012:**  
**"Advanced Issues in Consensual Dispute Resolution" Symposium**  
Kimberly K. Davidson will serve as a speaker at the State Bar Family Law Section CDR Standing Committee's biennial Symposium entitled "Advanced Issues in Consensual Dispute Resolution". [\(Read More\)](#)

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We hope you find this information helpful. If we can assist you in any way, please [contact](#) our office.

Sincerely,  
**BRANDMEYER GILLIGAN DOCKSTADER & DAVIDSON, LLP**

## EXECUTIVE OVERVIEW:

- Use a new, closer and better picture
- Move the "Help" up and News down
- Give people guidance, not news
- Less copy is better—nobody reads anymore

Need new photo with people closer together so we can see them, not background, try smiling and serious

Establish name of firm and also position—OC's largest—then push helpful articles—that what prospects want

Articles need to be much better and more professional, plus authored by BGDD attorneys

Currently, all these articles point readers toward Divorce Magazine and other firms, or have broken links

Move this stuff down because it's not aimed at our prospects (too professional). Reword headlines if we can to offer help and advice

Work on the left column so there are benefits that are clear and a strong appeal to talk to us (not get lost at DivorceMagazine.com)

Fix this closing argument: "No matter what you need, we can help at BGDD—let's talk now." Give people link & phone #