COMPARE THESE 2 WRITING STYLES

Below are the first 110 words that 2 different writers wrote for the BGDD Profile appearing now in Divorce Magazine.

Which one:

- Is the most exciting and interesting?
- Grabs interest from the first line?
- Explains BGDD's big advantage best?
- Sounds <u>least</u> like every other firm?
- Would you like representing BGDD?

WHAT YOU HAVE NOW…

With nine family law attorneys practicing in the greater South Bay area, Brandmeyer Gilligan Dockstader & Davidson, LLP (BGDD) has the depth and experience required to provide representation in all levels of cases from mediation to litigation. The attorneys at BGDD have assisted individuals and their families in family law matters for more than 40 years. Our attorneys teach, write and remain active in various state, local bar and professional associations. Many our attorneys have been named Southern California Super Lawyers.

WHAT WOULD YOU LIKE POTENTIAL CLIENTS TO KNOW ABOUT YOU?

"Our attorneys counsel family law clients across Southern California and beyond. BGDD has the resources and services associated…"

Boring copy, long paragraphs are hard to read.

Every firm says the same thing.

Who cares? Where's the benefit to the reader?

Good point--but it's underplayed. What does it mean, why is this good?

Huh? Where does it say that this is suddenly an interview?

This isn't an article--it's just research notes for an article.

1st line gets attention fast.

Especially on the web, shorter is better.

Here's the news, a great reason to pick BGDD.

Natural use of SEO keywords makes this story easier to find on the web.

Again, we hit on a big reason to pick BGDD to represent you--they are best.

Isn't this what people want in an attorney--an edge, a fighter?

WHAT YOU GET FROM ME…

BRANDMEYER GILLIGAN DOCKSTADER & DAVIDSON, LLP is the new "powerhouse" law firm serving the South Bay and Orange County.

Since its formation in 2011, BGDD has been the largest--and one of the most powerful--divorce and family law firms in the area.

BGDD serves clients living all the way from Manhattan Beach, Palos Verdes and Long Beach, to Laguna Beach, Mission Viejo, Laguna Nigel and all of Orange County.

Headed by Brian Brandmeyer, a long-time legend in LA divorce law, the firm includes seasoned experts of every kind--from highly aggressive litigators to more low-conflict negotiators--and is a real "secret weapon" for anyone needing divorce or family law representation.

Bottom line--BGDD is qualified to handle virtually any kind of case…