

For Immediate Release

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## Divorce Marketing Group Announces Appointment of Diana Shepherd as Editorial Director

TORONTO, ON (January 28, 2014) — The Divorce Marketing Group (DMG) is pleased to announce that original company co-founder Diana Shepherd has returned and been appointed Editorial Director of the firm. Shepherd was with the company from its inception in 1995 to 2005 as Editorial Director of *Divorce Magazine* and [www.DivorceMagazine.com](http://www.DivorceMagazine.com). She returns to DMG after spending eight years as Marketing and Communications Director at the Institute for Divorce Financial Analysts, the premier national organization dedicated to the certification, education, and promotion of the use of financial professionals in the divorce arena.

“I am thrilled to be back at DMG,” said Shepherd. “*Divorce Magazine* and [DivorceMagazine.com](http://DivorceMagazine.com) fill a crucial need for information and have a huge positive impact on both divorcing couples and divorce-industry professionals. When Dan Couvrette and I started the company in 1995, the only books and articles about divorce were ‘divorce from hell’ stories. We thought: ‘Maybe that’s the way it is, but is that the way it has to be?’ In *Divorce Magazine*, we started showing people a better way to divorce: one that didn’t leave them and their children emotionally and financially bankrupt. We definitely helped to create a paradigm shift around divorce, and I’m proud of that.”

She is also excited to be working on *Family Lawyer Magazine* and [FamilyLawyerMagazine.com](http://FamilyLawyerMagazine.com), the new publication DMG launched two years ago to help family law attorneys excel both personally and professionally.

Shepherd’s career spans more than 26 years in book/magazine publishing and communications. She is the award-winning editor and author of more than 500 published feature articles, an advice column for divorcing individuals, and *Marketing your Divorce Practice* (a trade book for professionals). A Certified Divorce Financial Analyst® (CDFA™), she is the co-author of *The IDFA Divorce Survival Guide* (a book for US consumers), and nine US and Canadian resource guides and textbooks for CDFAs professionals.

A nationally-recognized expert and speaker on the financial, emotional, and practical issues of divorce, Shepherd has addressed groups of financial and legal professionals ranging in size from 50 to

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500, including the Canadian Institute of Financial Planners (CIFPs), the Investors Group, and delegates attending IDFA's National Conferences.

“We're very pleased to have Diana working with us again,” said Dan Couvrette, DMG CEO and company co-founder. “Her knowledge and expertise will have a significant positive impact on the editorial for our print magazines – *Divorce Magazine* and *Family Lawyer Magazine* – and for all of our websites: DivorceMagazine.com, FamilyLawyerMagazine.com, MarriageAndSeparation.com, BlogsOnDivorce.com, and GuideToDivorce.com.”

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The Divorce Marketing Group (DMG) is the only marketing agency dedicated to helping divorce professionals grow their practices. Their clients include family lawyers, accountants, divorce mediators, Certified Divorce Financial Analysts, financial planners, collaborative practitioners, counselors, realtors, and mortgage brokers. With more than 17 years' experience serving this niche, they understand the divorce market better than any other agency in North America.

DMG products include *Divorce Magazine* and DivorceMagazine.com, *Family Lawyer Magazine* and FamilyLawyerMagazine.com, print and web-based *Divorce Guides*, divorce eNewsletters, MarriageAndSeparation.com, BlogsOnDivorce.com, and GuideToDivorce.com.

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