

For Immediate Release

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Dan Couvrette to address leading divorce lawyers and financial professionals at the National Conference on Divorce

TORONTO, ON (March 5, 2014) — Dan Couvrette, CEO of the Divorce Marketing Group, has been asked to address the nation's leading divorce lawyers and accountants at the biennial AICPA/AAML National Conference on Divorce – which takes place April 24–25, 2014, at the Bellagio Hotel in Las Vegas, NV. He is one of a small handful of speakers who are neither an attorney nor an accountant to have ever been asked to address this group. His topic will be: “20 Proven Strategies to Effectively Market Your Firm”. Couvrette will speak about why marketing is crucial to the success of their practice now, and why will it be even more important in the future. “Divorce professionals need to know what their competitors are currently doing to take business away from them – and why those competitors will be even more aggressive about doing so in the future,” says Couvrette. “I’ll discuss online and offline strategies to build and nurture a referral network to help delegates stay relevant and ahead of their competitors and attract quality clients.”



Jointly organized by the AAML (American Academy of Matrimonial Lawyers) and AICPA (American Institute of CPAs), the National Conference on Divorce provides innovative ideas and timely solutions to help divorce professionals succeed in a myriad of circumstances; aside from Couvrette’s marketing seminar, there will be sessions on how to settle cases, value businesses, split marital assets, identify fraud, utilize electronic discovery and evidence, locate foreign assets, and develop strategies to handle high-profile and unique cases. Delegates will walk away with new solutions to fit their clients’ needs, and new methods to achieve proficiency, growth, and profitability for their firms.

Breaking news: lawyers and financial professionals who register before March 9 could save \$175 off the registration fee! There are currently two discounts available for professionals:

1. **\$75 – Earlybird discount** (must be registered before March 9).
2. **\$100 – Divorce Marketing Group discount.** DMG clients and members of its LinkedIn group (“Marketing for Divorce Professionals”) can enjoy an extra \$100 discount. To see if you qualify – and to obtain the discount code – email MarthaC@DivorceMarketingGroup.com. This discount will be available until April 22, 2014.

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To register or learn more about the conference, click here:
www.familylawyermagazine.com/articles/divorce-conference

Divorce Marketing Group is the only one-stop marketing agency dedicated to helping family lawyers and other divorce professionals grow their practices. With more than 17 years' experience serving this niche, they understand the divorce market better than any other agency in North America. Their products include *Divorce Magazine* and www.DivorceMagazine.com, *Family Lawyer Magazine* and www.FamilyLawyerMagazine.com, nine print and web-based Divorce Guides, divorce eNewsletters, Family Lawyer Teleseminars, and Family Lawyer Videos. *Divorce Magazine* is North America's only magazine devoted entirely to divorce-related issues, and *Family Lawyer Magazine* reaches more than 30,000 family lawyers. Divorce Marketing Group offers a full range of marketing services, including website design and promotion, social media marketing, video and podcast marketing, print advertising, and pay-per-click advertising campaign management. For more information, please contact CEO Dan Couvrette at (866) 803-6667 ext. 124 or email DanC@DivorceMarketingGroup.com.

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