

For Immediate Release

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Fall 2014 issue of *Family Lawyer Magazine* is now available for FREE download

TORONTO, ON (Sept. 17, 2014) — The Fall 2014 issue of *Family Lawyer Magazine* has just been released, and you can download your copy for free at www.FamilyLawyerMagazine.com.

“It takes 20 years to build a reputation and five minutes to ruin it,” said Warren Buffet. In today’s online world, a poor rating or negative comments by an anonymous person can do a world of harm to a professional’s reputation in seconds. Many family lawyers don’t realize that managing their online reputation properly can have a positive impact on their firm’s bottom line. The reverse is also true: no online reputation management equals a hit to their bottom line, whether they realize it or not. “Even if your clients come primarily from word-of-mouth referrals, you should never underestimate the power of a defamatory blog post to stop a potential client from even making an initial call to you,” says Dan Couvrette, CEO and Publisher of *Family Lawyer Magazine*. “You don’t know how much business you could be losing to a competitor with a better online reputation.” To help professionals better understand, manage, or even rebuild their online reputations, this issue offers two useful feature articles: “Lawyer Reputation Management” and “Dealing with Digital Detractors”.



The magazine’s goal is to offer information and advice that will help family lawyers and other divorce-industry professionals achieve excellence – both professionally and personally. Topics in this jam-packed 84-page issue include:

- Priming a family law practice for success in an increasingly competitive market.
- Avoiding mistakes that can kill a firm’s corporate culture.
- Specialty issues – from same-sex marriage to military divorce to assisted reproductive technology and citizenship.
- Avoiding potentially irreparable harm to a client’s rights, both on appeal and in the trial court.
- Tips on how to overcome some top billing challenges.
- How the selection of the right forensic expert can assist in the settlement of a case.
- A look at double dipping, one of the most prevalent problems in family law cases involving a business.
- Advancing technology – from cloud computing to finding hidden assets using digital evidence to ensuring that a client’s confidential information stays confidential.
- Handling work-related stress and building brain-power through nutrition.
- Family law case updates from significant cases across the U.S.

Visit the magazine’s website at www.FamilyLawyerMagazine.com to read hundreds of cutting-edge

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articles or case reviews, or to sign up to receive a complementary quarterly e-newsletter.

Family Lawyer Magazine is published by Divorce Marketing Group – the only one-stop marketing agency dedicated to helping family lawyers and other divorce professionals grow their practices. Their other products include FamilyLawyerMagazine.com, *Divorce Magazine*, DivorceMagazine.com, ten print and web-based *Divorce Guides*, and divorce eNewsletters. *Family Lawyer Magazine* reaches more than 30,000 family lawyers, and *Divorce Magazine* is North America's only magazine devoted entirely to divorce-related issues. 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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