

A TALE OF TWO

WEBSITES

BEFORE

Barbara E. Niklas Family Law Attorney

Nobody ever starts out wanting a divorce. When you start a marriage or relationship, you have hopes, dreams and expectations of a bright future with your partner. But never divorce. That—among other reasons—is why ending your relationship can now be such a difficult time. So often there's a feeling of failure, of hopelessness. And you can feel so very, very alone. Believe me, I understand these feelings. I see them in new clients every day. The truth is, divorce is never easy. But it can be easier. And that's where I come in.

Let me help you during this difficult & critical time.

My name is Barbara Niklas and I've devoted my career to helping people like you get through divorce and other family law matters successfully. That means with a minimum of pain and distress now, and with maximum advantage for starting a new and better life.

I've fought—and won—for hundreds of clients over the last 10 years. I specialize in this kind of law—I don't do contracts, or personal injuries or criminal cases, just family law. I've done what one of my law professors told me to do so many years ago—I've taken one thing and learned to do it very, very well.

What makes us different.

- Family law specialists—this is all we do.
- 10 years of proven experience with all kinds of cases.
- Belief that your children don't have to suffer.
- Willing to fight for the underdog.

Your #1 decision: who will represent me?

But believe me, just because you're getting divorced, it doesn't mean you've failed, you don't have to be alone.

Orange County Family Law Attorney and Divorce Lawyer

At the Law Office of Barbara E. Niklas, in Newport Beach, California, you can expect personal service and individualized attention. You can count on me for empathy regarding your situation and aggressive representation with resolving your matter.

Helping with Life's Challenges

At the Law Office of Barbara E. Niklas, I recognize that a divorce can be the worst time of your life and does not bring out the best behavior in people. In addition, I realize that children are the true victims of divorce and are often put in the middle on issues relating to custody, visitation, and paternity.

My practice is about quality, not quantity. I represent a select number of clients and devote my office to resolving their family law matters. Communication is key and, at my office, I respond quickly to emails and voice mails.

Aggressive Advocate

With my compassionate and common sense approach also comes aggressive representation and outspokenness when it comes to dealing with other attorneys and courtroom litigation. If you have your children, I will be an advocate devoted to your cause, your case, and your children's best interests. I take very seriously that my clients maintain behavior that is not in any way damaging to their children.

Best Interests

Mothers, fathers, and children all have unique concerns when it comes to divorce, paternity, or custody and visitation matters. In representing my clients, I keep all those points of view in mind and move cases along as quickly as I can. With resolution comes healing within the family.

For more information or to schedule an appointment, please [contact me](#).

The Law Office of Barbara E. Niklas
4100 Newport Place Drive, Suite 260
Newport Beach, CA 92660
Office: (949) 660-8620

GOOD WEB COPY MAKES THE DIFFERENCE

On the left, check out the home page copy for an actual law firm that was written by one of the biggest legal design & hosting companies. (We've taken out the graphics so you can focus on content only.)

On the right, see our re-write.

Notice how our copy avoids the rather depressing tone of the original. How we avoid the boring clichés. How we build empathy, interest and credibility right from the top. How we cut the wasted words, got to the point 40% faster. Plus how we were able to position this firm as the one that our prospect clearly needs to choose.

So what was the result of the re-write?
A 100% increase in leads.

If you have a website you care about, why trust your copy—your most important sales tool—to anyone but the best?

Call Jim McNamara. Let him put 20+ years of experience with Microsoft, ThighMaster, Jenny Craig and others to work for you.

For words that gets action, call or log on now.

AFTER

Barbara E. Niklas Divorce & Family Law Attorney

Does this sound like you?

After 27 years of marriage, Joan's husband announced he was leaving her. She has no money, no skills, no idea of where to turn. What can she do?

A 45-year-old engineer falls for a "gold-digger." After 2 months of marriage, she sues for divorce, demanding half the equity in his house. What can he do?

A young mother is abandoned by a husband who refuses to pay child support. She's left penniless. What can she do?

A young bride realizes she's made a big mistake. She just wants out of the marriage. But how?

A good father has agreed to a do-it-yourself divorce, but then is blind-sided when his wife attempts to refuse him joint custody by alleging child abuse. What should he do?

Divorce is never easy. But it can be easier.

Let's face it, no matter what your situation, getting a divorce is never easy. But it can be easier. It can be less painful today, and set the stage for a much brighter new life at the Law Office of Barbara E. Niklas.

Let me get you through this difficult—and critical—time.

My name is Barbara Niklas and I've devoted my career to helping people like you get through divorce and other family law matters successfully. I've fought for hundreds of clients over the last 10 years, and I'd like to fight for you.

What makes us different.

- We specialize in divorce & family law—it's all we do.
- 10 years of proven experience with all kinds of cases.
- Belief that your children don't have to suffer.
- Willingness to fight for the underdog.
- Affordable rates, financing available.

Call or e-mail for a low cost consultation.

Have a question about your particular situation? Want to know more about how we work? Just call or [contact me](#).

The Law Office of Barbara E. Niklas
4100 Newport Place Drive, Suite 260
Newport Beach, CA 92660
Office: (949) 660-8620

McNAMARA & ASSOCIATES

5301 Calloun Avenue
Sherman Oaks, CA 91401
Phone 818-907-6212
www.mcdtrv.com

E-mail: jim@mcdtrv.com

