

Newsletter from Boyd Butler at www.greatlegalmarketing.co.uk

614 Million Reasons A Pre-Nuptial Might Be Good

Hello to you all.

I hope you are seeking out my blog thoughts when you sip your afternoon tea at work. I'd like to think I am the online equivalent of the "penultimate in the pack" digestive biscuit. Very welcome, with another to follow. You can find them on www.greatlegalmarketing.co.uk

614 Million Reasons Why A Pre-Nuptial Agreement Might Be A Good Idea.

Sometimes things in the news are good bait for articles for your website.

You can also send them out to your local media list, i.e. newspapers and local radio station. (You have got a list haven't you? There's a prize for the first radio appearance for one of my newsletter subscribers).

One really good place to find content is on the MSN portal or AOL portal sites.

It's really easy to swipe and deploy stories written on these sites. They are often topical and written for the average audience. (Don't be shy about swiping - do you think newspapers are full of original material?)

All you have to do is top and tail them with the legal bit that you need and change the words enough that it's not plagiarism. (Or quote the source).

This could be for any business story, i.e. rates changes, pot holes, tribunal news - anything already in the news that you can ride along with.

For example, today there was an article about expensive divorces. This made me think of pre-nuptials, (yes, I've got one, but everyone who is married in France has one) and how they could potentially prevent major problems.

You could easily take the points below and turn it into a celebrity based article. Let's face it most people are obsessed with celebrity, (I said most, not all).

And celebrity sells.

How's this?

**Big Divorce Pay-Outs That Could Have Been Avoided for
£345 plus VAT if they had come to us.**

Total saving untold hours of bitterness, wrangling,
and personal pain. Oh, and £614 million.

Kim Basinger and Alec Baldwin

The Hollywood couple are locked in a custody battle over
their daughter. Despite divorcing in 2002, they have been
unable to settle arrangements concerning when they each look after
her.

Heather Mills and Sir Paul McCartney

Heather in meltdown, rumours of hidden prosthetic leg,
water being thrown over lawyers. Heather Mills was awarded £24.3
million

Amy Irving and Stephen Spielberg

The ET director's divorce from actress Amy Irving in
1989 saw £50 million - half of Spielberg's fortune being awarded.

Juanita Vanoy and Michael "Air" Jordan

The athlete is rumoured to have paid his wife
Juanita an £100 million in their breakup agreement.
Jordan has never done anything by halves.

Robyn Moore and Mel Gibson

Braveheart and Lethal Weapon star Gibson could
face the most expensive divorce settlement in
Hollywood history to secure his "FREEDOM!"
after his wife Robyn filed for divorce in
April 2009. A 50/50 split, may award Robyn an estimated £300
million.

Katie Price and Peter Andre

With custody of their children and an
estimated £40 million to split, expect
this one to get nastier

Neil Diamond and Marcia Murphey

Neil Diamond's wife Marcia Murphey filed for
divorce in 1995 and was awarded a settlement
of over £90 million. Song Sung Blue.

If you are getting married and want advice on

pre-nuptial agreements - call us.

Or something like that.

Boyd Butler
0844 502 1631

PS remember to forward to a friend because your friend can get all the back issues as a PDF when they sign up at www.greatlegalmarketing.co.uk

PPS notice my emails are roughly 60 characters wide. It makes it easier to read. - nice tip that.

PPPS if you really want to unsubscribe (AS IF) just send the email with unsubscribe please to boyd@greatlegalmarketing.co.uk -

Please remember I am going away soon to France for a few weeks. I know you'll miss me but I may get another newsletter out next week before I go - that's if I have the time between printing off my Ryanair boarding cards, (yes I fly cattle class). If you fly Ryanair remember check in and print of that boarding pass online. Otherwise it's 40 euros each to check in. If that's all I've achieved this week it's still a job well done.