



“Your Guide To Writing Articles in 30 Minutes That Pull In Clients And Prospects Hungry For Your Services.”

Summary; Most solicitors find it difficult to dedicate the time to make writing articles profitable. This can be remedied by taking less time to write them and making them more powerful marketing tools. Using a system to write articles provides the solution to these problems.

When you write or give a presentation it is easier to do it if you have a template or checklist to use.

Successful people use checklists all the time. You wouldn't want to fly on a plane where the pilot hadn't been through his safety checklist would you?

If you don't have a checklist you can miss things out which are very important.

The key to any writing is the What's In It For Me, (WIIFM) **point of view of the client. Another way of thinking about how to write is TLC – that's Think Like A Customer.**

If I wanted to make my life easier I would come up with a framework for writing articles, reports, press releases and guides so that I consistently deliver what a client wants to receive from pull marketing.

Remember if you have a successful framework an article can take no more than 30 minutes to write. I can take any article on a lawyer website and apply my article checklist to improve it.

Here is my article checklist – I must include these if possible in every article I write.

- ✓ I must create a **Headline and Sub Headline That Sells**. It should answer the questions Why Do I Want To Know This And Why Should I Know It Now.
- ✓ I must create a snapshot of bullet points. **Because Not Everyone Can Read** so Here Are The Bare Bones To Get You To Read On.
- ✓ I will **use sub headings** so that people can skip through the article by reading sub-headings. And many people will go right to the end CALL TO ACTION so make sure one is there.
- ✓ I will use a **case study** or legal ruling to add authority to my article. This means I am abreast of the current law and keeping an eye out for my clients, (who are under my protection).
- ✓ I include **testimonials from clients** that I have done work for in this area. This provides the proof that I do what I say I do.
- ✓ I **demonstrate what other areas I can help out with** from my specialist area, including not just putting down features, i.e. we do law, but benefits too, i.e. we get you more money from grants
- ✓ I use **links to other parts of the website and FSP** that are relevant to get referrals to other departments.
- ✓ I offer a **special report or gift that has a real value**. This makes people say, “I am interested in what you have to sell.” This is pull marketing that qualifies prospects and establishes you as a valuable resource and gets contact details.
- ✓ I ask readers **if they want to stay in touch and get hot news first from me**.
- ✓ **I ask readers what question they want to have answered**. (The best way of providing pull marketing is to find out what people want and give it to them rather than guessing!)

Have you tried shopping in Sainsbury's without a list? It takes much longer.....Agreed?

How much easier is it to write an article where you know exactly what you have to put in each time.

Anyone can do it....

The original article below can be found at <http://www.fsp-law.com/services/farming/article.aspx?ID=73>

See how easy it is to make it a better piece of bait to attract buyers.

Are You In A Farming Partnership?

Targeted headline and sub-headline that qualifies the main headline. Invitation to read on linking phrase.

Did You Know An Ancient Law From 1890 Could Be Your Worst Nightmare Unless You Act Now – Please Read On.....



By Sue Vandersteen - Agriculture Legal Expert

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[Print this guide](#)

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Summary with key points for people that scan.

Straight To The Point

- If a family member dies or retires, without a written agreement, there can be problems
- Because the somewhat ancient Act of 1890 ("the Partnership Act") governs a Farming Partnership unless there is one in place...
- And unwritten partnerships between family members are fluid and open to interpretation.....

Farming Partnerships - Why Keeping It In The Family Can Cause Problems

Sub-heads that invite questions

Farming partnerships that they are often run by family members or for the benefit of families. For some families the reluctance to document the arrangements between the members might be because family members trust each other. Another reason is that decisions on arrangements can be very fluid and it may not always occur to partners to have these changes documented.

Why There Are Risks When You Fail To Document Changes

There are risks associated with adopting this approach, especially when it comes to the unfortunate death of a partner. And even planned events, such as a retirement can have a major effect.

What Happens When No Agreement Is In Place?

Where no written partnership agreement exists, the partnership will be governed by the terms of the Partnership Act 1890 ("the Partnership Act") which provides for

partnership to dissolve and be wound up on a partner's death or retirement.
In practice, what normally occurs is that the partnership, rather than being wound up, continues.

But this leaves open the question of what happens to the outgoing partner's share or interest in the partnership.

Bold type highlights major points and makes text more interesting to look at.

Recent Case Law Gives The Current Answer

The recent case of *Hopper v Hopper* has confirmed the courts' approach to this situation and the effect of section 42 of the Partnership Act.

The Court of Appeal in that case confirmed that, although dissolution of a partnership is deemed to occur on death or retirement, **this does not extinguish the rights of the outgoing partner or his estate to a share in the profits of the partnership following dissolution.**

If it is not the intention of the partners for a deceased or retiring partner to continue to receive his profit share following death or if the partners intend that a partner's share in the partnership should be acquired by the continuing partners, **it is essential for a partnership agreement to be put in place detailing these intentions.**

How The Agriculture Experts at FSP Can Help You Answer Your Questions

At FSP we have dedicated experts that can help you specifically with Farming Partnerships.

Testimonial 1, 2, 3.

Always use testimonials to prove your case.

Here's what you should be doing in highlighted text. Call to ACTION!

Our Land and Estates experts can also provide you with advice on;

- 1 Farm Support Payments - get the money you want
- 2 Agri Environmental Scheme – get more grant aid
- 3 Land transfers, leases and contracts – specialist experience and results
- 4 Farming Contracts – that work for you
- 5 Sales and Purchase contracts - getting you the right deal

You must cross-sell with “how it helps solve your problems” messages

Have valuable, “give me your email” bait.

Would you like a copy of a report on Agricultural Law written by a legal expert worth £477?

“Everything You Need To Know About Agricultural Law” is the only report of its kind.

Written by Land and Estates Lawyer expert Sue Vandersteen, we have a limited number to give away free **to qualified applicants**. Simply email [Claire Shepherd](#) with Free Farm Book in your subject heading along with your name, address and phone number.

Introduce Scarcity

You may also be looking for advice on [Estate Planning and Wills](#) and how this can be affected by your Farming partnership as well as [Employment issues](#).

If you would like more information on our Land and Estates legal work and how it can help you then please get in touch with our experts <http://www.fsp-law.com/services/farming/overview.aspx>

[Sign up here](#) to receive special reports from our experts in Land and Estates.

[Send us a question](#) you would like to see covered in future reports.

Ask people to sign up many times.

Get interaction to find out what people want to know.

Cross-sell logical services

Hope this helps you...

Boyd.

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