

## TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

**Business Type:** Law Firm

**Business Objective:** Convert 10% of website traffic to prospects who contact us before 14/11

**Funnel:** Homepage/landing page after searching for law/mediation companies in the city

### WINNING WRITING PROCESS

**Who am I speaking to?**

**Businesses** involved in contract disputes or creating new ones.

**Needs:** Partnership agreements, business transfers, tax law, procedural law, mergers, liquidations, restructuring, conversion, fraud invoices, disputes, employment law, housing law, data protection & privacy, construction law, insolvency.

**Individuals:** \*Divorce, custody battles, Engaged couples, cohabitation agreements, prenuptial agreements, gift deeds, and wills.

**Where are they now?**

- Searching for consulting or legal counseling services.
- Market Awareness: Solution Aware
  - Every lawyer works with mediation
  - I have to set it apart with a unique mechanism/product.
  - Everyone uses the same technique so I have to formulate it differently
- Market sophistication: Level 4
  - The market has mediation and counseling, people already know about it so I need to find a new angle
  - People have already heard that you avoid court and it's skyhigh costs, and surface level decisions ignoring psychological needs.
  - A promise or guarantee will stand out if it's possible to use.
  - As with all things nobody has the courage to guarantee anything.

**Current Pain/Desire Level:**

6/10 actively searching for these services so they know they need them, possibly wanting to compare offers.

**Belief:**

4/10 – they're looking, which shows at least a little awareness of the product/service.

**Trust Level:**

2/10 – It's a certified jurist, but a small business outside a major city, with few reviews and low, if any recognition.

**Current State:**

Going through divorces, custody battles, inheritance disputes, company separations, liquidations, and partner conflicts.

Living happily but seeking prenups, wills, or gift deeds.

In court, decisions often feel harsh and lacking consideration.

Worried about what's next, how to manage, and fear of losing what matters most, like children.

Stressed over invoicing, disagreements with business partners, torn apart with broken hearts, sorrowful and tense relationships with loved ones.

**Dream State:**

To sleep peacefully, feel calm in the storm, and navigate through it.

Resolve sensitive disputes with peace, especially where relationships with loved ones or partners are preserved.

Avoid lengthy, expensive court proceedings.

Address emotional and relational aspects that court procedures often overlook.

Faster, more cost-effective resolutions.

For business conflicts, this is essential to save both time and relationships.

Help parties focus on constructive dialogue for sustainable agreements rather than costly, exhausting conflicts.

**What do I want them to do?**

Capture the attention and stay on the page until they submit their details in the "Contact Us" field.

**What must they see/feel/experience to take the desired action, based on their starting point?**

- Something eye-catching that makes them stay on the page.
- Build intrigue around the solution, fostering a sense of understanding and being heard.
- Showcase that we are the right choice for their needs with social proof like reviews and testimonials.
- A clear call to action with an easy way to contact.

# Save time, resources, relationships & stress - Proven

Leave the stress behind

When conflicts arise or you simply need to plan for the future, it can feel overwhelming to work through them. Business disputes, contract issues, and corporate law can quickly drain energy from your operations, create tension, and threaten business relationships. This not only affects your business financially but also psychologically. It doesn't have to go that far.

For those who can't handle everything themselves, we offer a secure, effective, and empathetic solution to legal problems, without unnecessary escalation that would cause you to lose control, time, or peace of mind.

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## [Reviews & References]

"The final result exceeded my expectations and I am deeply grateful for [company]'s efforts.

If you're looking for a reliable and professional legal service for dispute resolution, don't hesitate to contact [company]. They are truly the best in the industry!" - Anonymous

"What I particularly appreciated was their ability to create an atmosphere of cooperation and open communication between all parties.

Their skilled negotiators managed to reach a solution that was fair and satisfactory for everyone involved." - Anonymous

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## Experts in What You Need

At every step of your business journey, we provide you with the security you need to succeed.

That's why we cover all the legal services you may need:

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## Words from Trusted Sources

University of Gothenburg: "Mediation offers a chance for parties in conflict to gain clarity, structure, and a method to create solutions together, rather than leaving decisions to a judge."

The Lawyer Magazine: “Agreements reached through mediation are often more sustainable than judgments or settlements reached in court. In mediation, the parties themselves control the agreement, and can also address important non-legal issues.”

Juridium: “Mediation is a dispute resolution method where a neutral third party helps the parties reach a voluntary agreement... Mediation is also often faster and more cost-effective than litigation.”

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### **Do You Want Control Over the Outcome?**

Conflict resolution doesn't have to mean long, costly legal processes where you hand over control to someone else and risk losing important relationships. In court, a complete stranger makes decisions for you – but with mediation, you have influence over the process. You can achieve a result that meets everything that matters most to you.

### **Save Time and Resources**

Why spend months or years on lengthy legal battles when you can resolve the conflict efficiently, quickly, and comprehensively? Mediation is a faster and more cost-effective option that allows you to focus on your business.

### **Find a Personal Solution**

Mediation allows you to consider the bigger picture – including aspects often ignored in the courtroom, such as emotional, logistical, and psychological factors of a conflict. This often leads to a lasting solution and peace of mind that's hard to achieve in court.

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### **Don't Just Take Our Word for It – See What Others Have Said!**

[Reviews/Testimonials/References]

“From the first contact to the final mediation, the team at [company] was incredibly accommodating and attentive to my needs. They guided me through each step of the process with clarity and understanding, making the entire experience smooth and stress-free.” - Anonymous

“I highly recommend [company] for their outstanding legal services! I recently had the pleasure of using their expertise for a dispute resolution, and I was impressed by their professionalism, skill, and commitment to achieving the best possible result.” - Anonymous

“I've worked with this company on multiple occasions, and I've found them to be extremely reliable, clear in their explanations, and always willing to go the extra mile to ensure my needs were met. I would definitely recommend them.” - Anonymous

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### **Want to Take Control NOW?**

Take the first step toward a sustainable and secure solution. Fill out the form below, and we will

get back to you as soon as possible to discuss how we can assist you and your business.

Contact Form

[Name, Company, Email, Phone x2, and Dispute]

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### **About Us – [Company] in [City]**

Your Partner in Sustainable Business Law and Dispute Resolution

If you're looking for an easy way through legal challenges, we offer a unique combination of mediation and business legal advice. With 11 years of practical experience and a genuine commitment to our clients, we ensure you feel heard and get the right guidance every step of the way. Whether you need help with business disputes, structural issues, or employment law, we're here to create value and support you through complex processes – so you can focus on your business's growth and success.

We're here to make conflict resolution simple and secure. Our availability, understanding, and commitment have enabled everyone who sought help at [company] to find new solutions to difficult questions, maintain focus, and continue to develop. Our mediation service is designed to give business owners like you control over the outcome, saving both resources and relationships in the process, by creating a neutral and structured environment where all parties feel respected.

Our clients' experiences show that our attention to detail is crucial. Many describe a sense of relief from having a lawyer who really listens, answers every question, and explains even complex matters in an understandable way.

We know how important it is to get quick answers to urgent questions – that's why we make sure to always be available and engaged in your case, so you feel that you're in safe hands. With [company], you can be confident that we'll be with you through the entire process, valuing transparency and communication.

### **Contact Us**

Phone:

Email:

Address:

Opening Hours: Mon-Fri 09:00-17:00