

Copy starts on page 6

100 Push Ups

My client is a paralegal business that helps fathers gain custody of their kids from toxic mothers in the UK family courts.

In my market Research I interviewed a father who had gone through this experience. I used this info to answer the 4 questions and create an avatar.

4 Questions

Who is reading?

- 30-40 years old
- Men
- UK
- Mid/ low income
- Mobile phone

Where are they?

- At breaking point
- Concerned for kids
- Fed up with (ex) partner
- Actively seeking help

What do we want them to do?

- Click a button to book a confirmation call
- Call the office

What do they need to believe/imagine/think/want/feel in order to do this?

THINK

- Seeking help from forefathers is the MOST LIKELY way they can resolve their issue
- The justice system will provide them with a fair and reasonable chance to make their case

FEEL

- Their case is exactly what we deal with
- Like there are no other options
- The future of their kid(s) is on the line
- Hope

Interview Questions

Painful Current State

- Afraid: Never seeing kids again
- Angry: Social services, police, courts. (people who enable spouses to attack)
- Everyday frustrations: No one listening, people purposefully misunderstanding, not having access to kids.
- Embarrassed: The fact they chose to have kids with a person like that
- Feel about themselves while trying to solve problems: Nothing
- Other people (on their side): Admired, sympathised
- Other people (on maternal side): Despised, demonised
- How they would describe problems to friends: "Living nightmare", "Hell on earth"

Desirable Dream State

- Magic wand: "Spouse disappears from life and kids live with them happily ever after"
- Magic wand feeling: "Liberating", "fulfilled"
- Impress: no one
- What they secretly desire most:

- “That fucking bitch to be dead and gone and my family to be whole again. I want my kids to have fun and sustainable relations with their wider family”

Problem: Can't see their kids

Solution: court ruling to allow custody

Roadblock: Struggle and confusion of the family courts

- Magic wand: “Spouse disappears from life and kids live with them happily ever after”

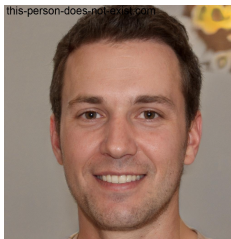
- Magic wand feeling: “Liberating”, “fulfilled”

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Avatar



Chris

34 years old

Lives in Surrey

Chris' ex wife Linda lives 30 minutes away with his two kids

Linda has denied Chris access to his 2 children since she moved out 9 months ago.

Chris has attempted civil communication to gain access to his kids but Linda refuses to cooperate.

Chris is frustrated, feels unheard, undermined and powerless but most of all is concerned for the future of his children. Their safety and the people they grow up to be is at stake.

As well as his concern for the wellbeing of his children, Chris feels lonely and isolated. He misses the joy his children brought to his life.

Language style

Hi All,

I really need some advice. I see my kids (2 Children) every other weekend and in the week in-between I have them in the weekday for one night.

I want 50/50 custody of my the kids and have spoken their mum who is unwilling to change the child arrangements.

If I progress this via a mediation and then court what are my chances of getting 50/50 ?

My relationship with there mum is ok but I feel by progressing this via court she will then make life really difficult so I want to try avoid the courts so please any advice is welcome 🙏

Hidden Depression

I'm so depressed right now I can't even explain. everything in my life is OK but I feel so down and having such depressed thoughts. i almost fell selfish for feeling like this as I don't want to be a burden on family and friends. I don't know what to do. I've lost the motivation for everything from going gym, to eating clean to just making my bed.

I don't know what to do, I don't want to talk to friends or family because I don't want to be a burden.

[UK] Full time custody Dad's how did you get it?

Hi all,

I'm currently in a 50/50 shared care arrangement with my soon to be ex wife and as the usual goes things have turned sour at her direction returning back to court over lack of Coparenting and working within the grey of the court order among many other issues im going to raise.

Question is, for those who have fought and won regardless of how much and many times it took, how did get full custody?

Thanks

My client is selling a high ticket product worth between £1k-£1.8k

The readers of my copy will see this landing page after clicking on a google ad advertising support for fathers in the UK family courts.

My goal is for them to call into the office and book a consultation

Personal review

My copy was too aggressive and slanderous of the mother + family courts (feedback from Gs in CR channel) as well as not outlining the dream state clearly enough.

I fixed these issues by softening the language (slightly) and painting a more vivid image of the dream state.

There are also 2 different headlines I came up with with input from my client. We can't decide which is more powerful

LANDING PAGE COPY (NOT DESIGN):

Longing To Reconnect With Your Children And Become The Committed Father They Deserve?

Our dedicated team supports fathers to overcome legal obstacles, going on to form a stable, loving environment for their children.

Feeling unheard, ignored and demonised?
We understand.

Navigating the family courts as a father can be a daunting experience, especially when **the future of your children is at stake.**

With the full force of our paralegal team behind you, you can leverage the family courts to gain custody and access to your children, **no matter how hopeless it may seem right now.**

Just like we helped over 50 fathers in 2023 tackle the family courts and go on to become active influences in their children's life.

Our dedicated service has guided many fathers through every step of the process, helping them salvage the fruitful life they and their children deserve.

Success Stories

"Without Forefathers, I wouldn't have known where to start. Thanks to their expertise, I now have my children back in my life and a much stronger relationship with them."

— Mark T.

"Professional, compassionate, and incredibly knowledgeable. They turned what seemed like an impossible situation into a victory for my family."

— Christian L.

"I was lost and felt hopeless about regaining custody of my children until I found this incredible paralegal service. Their expertise and dedication to fathers' rights made all the difference. I am now happily reunited with my children, thanks to their unwavering support. Highly recommended!"

— John T.

"I highly recommend this paralegal service to any father facing custody challenges. They were professional, supportive, and truly dedicated to achieving the best outcome for me and my children. Their hard work paid off, and I now have a wonderful relationship with my kids."

— Paul H.

"From the moment I contacted Forefathers, I knew I was in good hands. They handled my case with the utmost care and professionalism, ensuring that my rights as a father were upheld. Today, I have full custody of my children, and I owe it all to them."

— Andrew K.

"This service was a game-changer for me. Their knowledge of the family court system and dedication to fathers' rights were evident from the start. With their help, I was able to gain shared custody of my children. I am forever thankful."

— James S.

***Call us today to devise a bespoke strategy to
secure a brighter future:***

Call Us: 08*****

"I cannot think of any need as strong as the need for a fathers protection"
-Sigmund Freud

Why Choose Us?

- **Expert Legal Guidance:**

Our team consists of seasoned paralegal professionals who specialise in family law and fathers' rights. We provide tailored advice to help you understand your options.

- **Committed Support and Guidance Through Your Case:**

Our dedicated team stands by your side, taking the time to understand your specific situation, creating a bespoke plan that addresses your individual needs and goals while providing continuous support and expert advice every step of the way.

- **Proven Success:**

With a track record of helping fathers achieve favourable custody arrangements, our expertise, born out of 15 years of experience, is your advantage in court.

- **Reclaim Parental Rights:**

Our expert team empowers fathers to assert their rights and ensure that their roles as fathers are recognised and respected.

- **Restore Joy and Stability to Your Life:**

Bring your children back into your life, restoring happiness and stability to your everyday family life.

Our Services

- **Initial Consultation:** Schedule a free, no-obligation consultation to discuss your case to explore how we can help you become central to your children's lives
- **Document Preparation:** We help you prepare and organise all necessary documentation, ensuring your case is presented in a clear, cogent and compelling format
- **Courtroom Coaching:** Our Paralegal team will coach you to present your case in the family court to achieve the healthiest outcome for you and your children

Stop Walking On Eggshells- Take the First Step Today

In 2019, an estimated 65% of fathers that fought in custody battles alone **lost their right** to access their children.*

*Ensure the odds are in your favour by having Forefathers as your trusted ally in **the fight for your children's right to have a father.***

Contact us today to schedule your free consultation:

- **Call Us:** *number*
- **Email Us:** *email*
- **PO Box:** *address*

FAQ

Q: How do I know if I have a good chance of gaining custody?

We know that with our expert team, disenfranchised fathers can have a place in their children's lives. During our initial consultation, we will evaluate your situation and provide an honest assessment of your case.

Q: What if my case is already in progress?

We can step in at any stage of your case to provide expert guidance and advice.

Q: How much does your service cost?

While Solicitors charge £15k-£30k for minimal legal support, our services are an affordable alternative at just a fraction of this price for our paralegal team to back you all the way to your resolution.

An approximate percentage of fathers who navigated the family courts without legal support and lost their case in the UK in 2019 is determined by piecing together information from various sources. Here are some key points considered to produce this value:

1. **Increase in Litigants in Person (LIPs):**
 - Legal aid cuts in 2013 led to a significant increase in LIPs. By 2019, around 38% of family court cases involved at least one LIP .
2. **Success Rates of LIPs:**
 - Studies suggest that LIPs generally have lower success rates compared to those with legal representation. One report from the Ministry of Justice noted that LIPs can face significant disadvantages in presenting their case effectively .
3. **Fathers in Family Court:**
 - While specific data on the success rates of unrepresented fathers are not readily available, it's known that fathers often face particular challenges in custody cases, especially without legal support.

Approximate Estimate:

Given the general disadvantages faced by LIPs and the specific challenges for fathers, we can make a rough estimate.

- Assuming LIPs are generally less successful and considering the particular difficulties fathers might face, an estimated 60-70% of fathers without legal representation might not achieve their desired outcome in family court. This estimate takes into account the general trends for LIPs and the specific context of fathers in custody disputes.