

# Instructions for Building My Nassau County Divorce Page

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**Purpose:** This page should compete with other Long Island divorce firms, but be clearly and repeatedly positioned for Nassau County only.

## Core Positioning

I am a newly licensed attorney, so the page should address that directly in a positive and confident way.

The messaging should explain that hiring a newly licensed attorney for a divorce matter is not something to shy away from, particularly where the client values affordability, personal attention, accessibility, responsiveness, practical guidance, and cost control.

The page should communicate that many divorce clients do not necessarily need a large, expensive, high-conflict firm. They often need a lawyer who is organized, attentive, honest about cost, and available to guide them through the process.

- Professional
- Reassuring
- Practical
- Cost-conscious
- Not arrogant
- Not hostile toward other attorneys
- Not dismissive of experience

Do not say that experience is unimportant. Instead, say that not every divorce requires a large firm or a high hourly rate, and that many clients benefit from a lawyer who is accessible, careful, and efficient.

## Geographic Focus

The page must repeatedly emphasize: Nassau County Divorce Representation.

The marketing should be local and specific. It should make clear that the firm is focused on serving clients in Nassau County, New York, not all of Long Island.

## Main Theme of the Page

The page should focus heavily on cost transparency and on the reality that many divorce websites advertise low flat fees, but those numbers often apply only to truly uncontested matters.

**Central message:** The better question is often not “How much will my divorce cost?” but “How many attorney hours is my divorce likely to require?”

## Suggested Section Structure

### 1. Hero Section

- Suggested heading: Nassau County Divorce Lawyer Focused on Clear Fees and Practical Guidance
- Possible subheading: Straightforward divorce representation for Nassau County clients who want personal attention, controlled legal fees, and honest advice.
- Include a call to action encouraging the visitor to schedule a consultation.

### 2. Introductory Positioning Section

- Explain that not every divorce requires a massive firm or a scorched-earth approach.
- Suggested message: Many divorce cases are resolved through preparation, organization, negotiation, and sound advice rather than unnecessary litigation.
- Subtly reinforce value as a newer attorney by emphasizing direct access to the attorney, personalized attention, efficient representation, lower hourly rate, and no bloated law firm structure.

### 3. FAQ Section: “How Much Will My Divorce Cost?”

- Use this exact question as a prominent FAQ heading.
- The answer should begin with: It depends.
- Explain that exact cost is difficult to predict at the outset. If a divorce is truly uncontested, an attorney may be able to provide a relatively accurate estimate.
- Explain that once disputes arise over custody, parenting time, child support, spousal support, or equitable distribution, costs can increase significantly.
- Educate the client that advertised flat fees can be misleading if the matter does not remain uncontested.

### 4. Shift the Focus From Flat Fee to Attorney Hours

- Build the section around this question: The Better Question: How Many Attorney Hours Will My Divorce Take?
- Explain that many clients focus too heavily on the initial quoted price, instead of understanding how attorney time actually drives divorce costs in contested matters.
- Present the following as reasonable estimates, not guarantees.

#### Reasonable Attorney-Hour Estimates

Case Type	Estimated Attorney Time
Straightforward uncontested divorce	10–15 attorney hours
Moderately contested divorce	40–80 attorney hours
Heavily contested divorce involving custody, motion practice, or complex finances	100–200+ attorney hours

### 5. Explain Why Contested Divorces Become Expensive

- Explain that when spouses do not agree on major issues, fees increase quickly because attorney time adds up.
- Emails take time to review and respond to
- Text messages and calls take time
- Drafting motions takes time
- Court appearances take time
- Negotiation takes time
- Reviewing financial documents takes time

The page should communicate that divorce costs often become overwhelming not because of the initial retainer, but because of the number of hours required once conflict escalates. This should be client-friendly and not fear-based.

## 6. My Rate Advantage

Make clear that my hourly rate is \$200/hour and explain that in a contested matter, hourly rate matters enormously.

**Example:** At Smolen Law Office, my hourly rate is \$200. If a highly contested divorce requires more than 200 hours of attorney time, the legal fee would be approximately \$40,000 in attorney time. By contrast, at \$500 per hour, that same amount of work would result in \$100,000 in fees.

This comparison should be presented professionally, without sounding like an attack on other lawyers. The message is simply: when a divorce becomes contested, the hourly rate matters.

## 7. Why Clients Should Not Be Afraid to Hire a Newly Licensed Attorney

Suggested heading: Why Work With a Newly Licensed Divorce Attorney?

- More direct communication
- Greater responsiveness
- More personal attention
- A lower hourly rate
- A strong incentive to be thorough, prepared, and client-focused

Explain that many aspects of divorce practice involve careful organization, attention to detail, sound drafting, thoughtful negotiation, client communication, and practical problem-solving.

Do not suggest that experience is irrelevant. Instead, frame it this way: for many Nassau County divorce clients, the right fit is not necessarily the largest or most expensive lawyer, but the attorney who provides careful, practical, and affordable representation.

## 8. Nassau County Focus Section

Possible message: My practice is intentionally focused on Nassau County so I can provide personal attention to local clients rather than trying to market broadly across all of Long Island. This local focus allows my firm to offer more direct, practical, and cost-conscious representation.

## 9. Uncontested and Lower-Conflict Matters

Suggested heading: Efficient Representation for Uncontested and Lower-Conflict Matters

- Make sure paperwork is done correctly
- Ensure agreements are clear
- Help avoid future disputes
- Explain rights and obligations before anything is signed

This section should emphasize efficiency and value.

## 10. Contested Matters Section

Suggested heading: Focused Representation When Divorce Becomes Contested

- Custody
- Parenting time
- Support
- Property division
- Enforcement

The message should be that I provide focused and personal representation, without the overhead and billing structure that often drive costs much higher at larger firms.

## Style and Tone Notes for the Marketing Team

- Clean and professional
- Not overly aggressive
- Not flashy
- Not gimmicky
- Not “cheap lawyer” branding

The page should feel trustworthy, local, personal, practical, and transparent about cost.

It should consistently reinforce these ideas: Nassau County focus, clear fees, practical guidance, personal attention, affordability, accessibility, and cost-conscious representation.

## Points to Avoid

- Do not suggest that divorce is easy
- Do not say that experience does not matter
- Do not suggest that other attorneys are overcharging or dishonest
- Do not say that flat-fee advertisements are scams
- Do not imply that every contested divorce will definitely exceed a certain number of hours

## Closing

**Use this closing language:** Schedule a consultation to discuss your Nassau County divorce matter and get a realistic understanding of the issues, the process, and the potential cost.