



THE SECRET MAJORITY

Impact-Led Marketing in Family Law

2026

**Family law clients don't remember
your legal strategy. They
remember how you made them
feel as you led them through the
catastrophic collapse of the world
they once knew.**

**This booklet demonstrates how
you can generate more referrals,
convert more enquiries, and
differentiate decisively — without
increasing advertising spend.**



TABLE OF CONTENTS

The Reality of Family Law Marketing

Why Traditional Family Law Marketing Has Limits

Do You Want To ...

Ensure A Higher Return on Your Marketing Budget

When Traditional Marketing Isn't Enough

Who Is Dr Nina Francis & The Secret Majority

How Coaching Becomes a Marketing Asset

Let's work together

Affiliation Packages

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The Reality of Family Law Marketing

Most family law firms:

- *Rely heavily on websites, SEO, and networking*
- *Compete in a market where legal competence is assumed*

**Yet clients rarely choose between firms on legal
expertise alone**

They choose based on their anticipation of:

- *Feeling understood*
- *Feeling supported*
- *Feeling confident they won't be left alone with the emotional impact*
- *As well as legal competence*

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Why Traditional Family Law Marketing Has Limits

Visibility doesn't equal client conversion

Traditional marketing is designed to:

- *Get your firm seen*
- *Generate enquiries*

But In family law, the emotional experience of the process is often what determines:

- *Client satisfaction*
- *Whether a client recommends you to others independent of legal outcomes*

It does not:

- *Increase referral likelihood on its own*
- *Secure long-term differentiation*






Your visibility gets you seen.

Anticipated experience determines who the client chooses.

Do You Want To ...

**Propel your reputation?
Expand your client base?
Increase your firm's revenue?**

Here's how:

-  The **Law Society's** annual Legal Services Market Report (2023) found that **word of mouth, recommendations, and referrals** are the **key drivers** of client acquisition.
-  Up to **50%** of all new business for family lawyers comes via client referrals (Legal Services Consumer Panel, 2020, SRA, 2018).
-  A 2021 study conducted by LawLytics found that referrals were consistently cited as the **most effective method for generating new business in family law**.
-  What drives those who use your legal services to recommend you, generating new business? Research conducted in 2025 cites it as when clients feel **genuinely heard, seen, and understood**.
-  In a 2026 survey conducted by The Secret Majority, **100%** of respondents said that access to group coaching to support them through the overwhelming emotional journey of divorce **would be a deciding factor** when choosing between equally competent family law firms.

... so, better utilise your marketing budget and become a affiliate
of The Secret Majority

Ensure A Higher Return on Your Marketing Budget

Rather than just spending on visibility for marketing, innovative firms are investing in client experience as a marketing differentiator through affiliation with The Secret Majority.

This allows firms to:

- *Differentiate in a crowded family law market*
- *Position themselves as emotionally intelligent and client-centred*
- *Strengthen long-term referral and reputation outcomes*

Get a higher return on your marketing budget without compromising on time, focus, or billable work



When Traditional Marketing Isn't Enough

Compared to traditional marketing approaches becoming an affiliate of The Secret Majority:

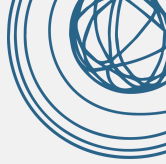
- **Costs less** than many monthly marketing retainers
- Creates a **tangible** client experience difference
- **Increases referral** behaviour, not just traffic
- **Enhances** your reputation in ways competitors can't easily replicate

It supports what data tells already drives client acquisition in family law:

word of mouth, trust, and recommendation

A 2026 survey revealed that access to group coaching during divorce was a decisive differentiator for clients when they were choosing between equally competent family law firms

WHO IS DR FRANCIS & THE SECRET MAJORITY?



Dr Francis founded The Secret Majority, a consultancy working with family law firms, to improve client experience during family separation.

Nina's doctoral research examined how ruptures in a person's imagined future shapes their behaviour and decision-making. She is one of a small number of international researchers who have published empirical research in this field and developed the world's first model of this experience through the lens of a specific phenomenon. She brings academic rigour to applied, real-world practice.

Member of:

- Resolution, sitting on the board for Leicestershire
- Women in Family Law
- Association for Coaching



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HOW COACHING BECOMES A MARKETING ASSET

Firms are not investing in coaching for its own sake.

They are investing in how their firm is experienced,
remembered, and recommended.

The group coaching and 1:1 support delivered through The Secret Majority is designed to **translate directly** into an **innovative marketing asset** that also support their clients

What You Are Really Buying...

You are not purchasing sessions.

You are purchasing a clear, credible client experience narrative
to drive referrals and reputation.

Working with The Secret Majority allows firms to confidently
say:

"We recognise the emotional reality of family separation"

"We offer structured support alongside legal expertise"

"Our clients feel supported, not just represented"

HOW COACHING BECOMES A MARKETING ASSET

This language can be used consistently across:

- Websites and client-care pages
- Initial enquiry and onboarding conversations
 - Engagement materials
- Referral partner discussions

Why This Works Where Traditional Marketing Stops

Traditional marketing increases visibility.
It does not control how clients feel once they instruct you.

In family law, referrals are driven by experience:

- Did the client feel supported?
- Did they feel steady enough to engage?
- Would they recommend the firm to someone else?

This marketing model allows firms to influence those answers
visibly and credibly.

LET'S WORK TOGETHER

The Secret Majority is here to address a significant gap in family law marketing: referrals remain the dominant source of new work, yet client experience, the primary driver of referrals, is consistently underinvested in and marketed.

Supporting clients through the catastrophic emotional journey of divorce is not a “soft” skill; it is a performance advantage.

The result is clients are better engaged, thus enabling your lawyers to work more efficiently, and so a stronger commercial position is held. This drives reputation, and long-term growth while genuinely supporting clients at their most vulnerable.

If you'd like to exploring how working with The Secret Majority will strengthen your firm's referral strategy, I'd love to talk.

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ESSENTIAL AFFILIATION PACKAGE

A fixed monthly investment, positioned within your firm's existing marketing or client experience budget.

This package includes:

Group Coaching

3 hours of group coaching per month
Delivered as 2 × 90-minute sessions (bi-weekly)
Focused on the emotional journey of divorce

1:1 Client Sessions

2 individual 1:1 client sessions per month
60 minutes each and used selectively where individual support adds value

Affiliated Status

Affiliated status positions The Secret Majority as part of your extended client experience offer

Monthly report

Essential Affiliation Package | £500 per month

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CORE AFFILIATION PACKAGE

A fixed monthly retainer, positioned within your firm's existing marketing or client experience budget.

This package includes:

Group Coaching

6 hours of group coaching per month

Delivered as 4 × 90-minute sessions (one per week)

Focused on emotional regulation, decision-making, and communication during separation

1:1 Client Sessions

4 individual 1:1 client sessions per month

60 minutes each and used selectively where individual support adds value

Affiliated Status

Affiliated status positions The Secret Majority as part of your extended client experience offer

Monthly report

Core Affiliation Package | £1,000 per month

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ENHANCED AFFILIATION PACKAGE

Designed for firms seeking targeted client support, differentiation,
and professional development.

What's included:

Group Coaching & Peer Support

6 hours of group coaching sessions per month

Run as weekly 90-minute sessions for general client groups

Focused on helping clients stay regulated, make clearer decisions,
and communicate more effectively during separation.

Specialist Cohort Groups

Bi-weekly

Tailored to the firm's client profile, and marketing priorities

e.g. Dads / Primary Caregivers / Later-life separation

Provides targeted support where it adds the most value

90-minute sessions.

Individual 1:1 Client Sessions

6 per month

60 minutes each

Offered selectively for clients where individual support creates the
greatest impact

ENHANCED AFFILIATION PACKAGE

Lawyer CPD

Tailored to the firm's requirements

bi-yearly

60 minutes

Could focus on:

Communication strategies/ Managing emotionally
complex cases/ Lawyer well-being / Reflective practice
Counts toward professional development & training
hours

Affiliated Status

Positions The Secret Majority as part of your extended
client experience offer

Monthly Reporting

Monthly summary of:

Sessions delivered

Clients supported

Anonymised, high-level themes

Enhanced Affiliation Package | £2,000 per month

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LET ME SHOW YOU

You've seen why this work matters. You understand the commercial, reputational, and client-outcome impact. So here's the simplest next step...

I am so confident in the value of this approach, and in the results it delivers, that I offer a complimentary CPD-style session for your firm. No obligation or pitch disguised as training. Just a clear, evidence-informed session that allows you to experience the impact of emotionally informed client support to drive growth.

I offer this because I know how impactful our work at TSM is.

If this approach aligns with the way you want your firm to work, grow and be known, let's schedule the session.

CONTACT US



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SECRET
MAJORITY



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