

THE SECRET MAJORITY



Increasing Referrals & Supporting Your Part 3 NCDR Obligations

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
while supporting compliance with
Part 3 of the 2024 NCDR
obligations.**

Do You Want To ...

Propel your firms reputation?

Increase your firm's revenue?

Demonstrate clear compliance with Part 3 NCDR obligations?

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 **98%** of respondents said that access to group coaching **would be a deciding factor** when choosing between equally competent family law firms.
-  Working with a TSM **ensures clients are fully prepared, informed, and supported** to engage with NCDR, creating a clear, **documented process** that demonstrates your **firm's compliance** with Part 3 obligations.

Driving Referrals & Ensuring A Higher Return on Your Marketing Budget

The client's emotional experience of divorce often determines whether they will recommend your firm

Rather than relying solely on visibility for client acquisition, innovative firms are investing in a structured client experience with TSM.

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 TSM:

- **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 us 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 factor for clients when they were choosing between equally competent family law firms.

How TSM Affiliation Supports Part 3 Compliance

Working with TSM prepares clients emotionally and practically for NCDR:

- **Prepares clients** for NCDR engagement through goal clarification and concerns ensuring clients are ready to participate in NCDR
- **Supports MIAMs** through emotional preparation ensuring the most meaningful engagement
- Ensures the **consideration** of all appropriate NCDR options
- **Reduces risk** and protects vulnerable clients
- **Creates a clear record of NCDR engagement, demonstrating Part 3 compliance and structured client support**

AFFILIATION WITH TSM IS A STRATEGIC ASSET

TSM affiliation is a measurable business and compliance asset by:

- Enhancing client experience
- Supporting Part 3 NCDR compliance
- Driving referrals and reputation
- Differentiates your firm

Affiliation with TSM is a referral-generating, compliance-evidencing, client-focused asset that strengthens both your practice and your reputation.

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WHO IS DR FRANCIS & THE SECRET MAJORITY?



Dr Francis founded The Secret Majority; a consultancy working with family law firms to support the psychological dimensions of divorce.

Dr Francis' doctoral research examined how ruptures in a person's imagined future, as happens in divorce, shapes their behaviour and decision-making. She is one of a small number of international researchers who have published empirical research in her specific field and has developed the world's first model of a nuanced maternal phenomenon. She brings academic rigour to meaningful real-world practice.

Member of:

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



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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

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 x 90-minute sessions (one per week)

Focused on emotional regulation, NCDR 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

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 NCDR 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

I hope through this booklet I've clearly demonstrated why this work matters alongside the commercial, NCDR, and client-outcome impact. So, the simplest next step ...

I believe in the value of this affiliation, and the results it delivers, so I am offering a complimentary CPD-style session for your firm. A clear, evidence-informed session that allows you to experience the impact of emotionally informed client support to drive growth and compliance.

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 free CPD-style session.

CONTACT US



THE SECRET MAJORITY



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