



Practice Area Rewrite Power Pack

The Confidence-Building Cheat Sheet for Rewriting Legal Practice Pages That Actually Work

1. CLARITY COMPASS: Who Are You Really Talking To?

Before you write, use this to zero in on your target.

- Who is the real client you're writing for?
- What keeps them up at night?
- What decision are they trying to make right now?
- How informed are they about this practice area?
- What's the one thing they need to feel to say "Yes"?

🔥 Write a 2-sentence summary of your audience's current mindset:

2. THE REWRITE BLUEPRINT: A Simple Page Layout That Converts

HEADLINE:

What this is + why it matters (to them).

E.g. "Business Disputes, Resolved Quickly—Before They Derail Your Company."

OPENING:

What's at stake? Make it real and relatable.

YOUR ROLE:

How do you help them solve the problem? Use language they'd use.

THE JOURNEY (Mini Story or Example):

What does success look like? Include results and transformation.

WHY YOU (Not Generic):

Mention your method, values, or lens. What makes your approach different?

FAQ or ISSUES WE SOLVE:

Answer the questions you hear most often, in plain language.


CALL TO ACTION:

What should they do next? Be confident, simple, and specific.

3. JARGON TRANSLATOR: Use Their Words, Not Yours

Translate these phrases—or your own legal language—into clear English.


Legal Term	Plain-Speak Version
Due diligence	We check for hidden legal risks.
Fiduciary obligation	We protect your money like it's our own.
Litigation support	We prepare you for court and fight to win.
Regulatory compliance	We help you follow the rules so you avoid fines.
Contract review	We break down your contract, so you know what you're signing.

 Make your own list of 5 terms you say often. Rewrite each in plain English.

4. STORY BUILDER: Turn Experience into Trust-Building Content

Use this worksheet to create a compelling real-world narrative.

- What was the client's problem?
- What emotions were they feeling?
- What legal options did you walk them through?
- What result did you help them achieve?
- How did their life or business improve?

 Write the story in 3–5 sentences. Use your client's perspective when possible.

5. CTA WRITER: Confidently Ask for the Next Step

Avoid phrases like “If you have questions...” or “Feel free to reach out.”

Instead, use these formulas:

- Let's talk about your options. Book a 15-minute consult.
- Don't wait until the problem grows. Contact us today.
- Have a question? Ask now. That's why we're here.
- Talk to a lawyer who speaks your language. Schedule a quick call.

 Now write 2 CTA versions for your practice area page:

1. _____
2. _____



✓ **Final 60-Second Gut Check**

Ask yourself:

- Would my ideal client nod while reading this?
- Did I show value, not just describe services?
- Does this feel like it was written for a person, not for Google?
- Do I feel proud to have my name on this?

If yes—you're done.

If not—review the Blueprint and refine until it clicks.

