



Best Language to Use When Marketing a Legal App

Purpose

Use clear, ethical, and persuasive language that builds trust, conveys value, and complies with legal advertising standards.

✔ Do: Use Clear, Reassuring, and Empowering Language

Goal	Sample Language
Clarity	"Easily draft legal documents in minutes."
Trustworthiness	"Reviewed by licensed attorneys."
Empowerment	"Take control of your legal needs. No legal background required."
Simplicity	"Step-by-step guidance for a wide range of legal needs."
Support	"Real help from real legal experts, whenever you need it."

✘ Avoid: Misleading or Overpromising Language

Don't Say	Why It's a Problem
"Guaranteed legal outcomes"	May be seen as unethical or misleading
"We are your lawyer"	Unless the app creates an attorney-client relationship
"One-size-fits-all legal solutions"	Can be inaccurate or risky
"Free forever" (if it's not)	Can erode trust and trigger legal action

Don't Say

Why It's a Problem

"Instant justice"

Overly dramatic and misleading

Messaging Tips

- **Use Plain Language:** Avoid legal jargon unless targeting legal professionals, solely.
 - **Focus on Benefits, Not Just Features:** Explain *how* the app solves users' problems.
 - **Showcase Credibility:** Highlight partnerships, certifications, or legal compliance.
 - **Stay Human:** Use warm, accessible tone—think “legal help for real life.”
-

Words That Work

Safe & Effective

Avoid These

"Accessible"

"Instant win"

"Guided process"

"You don't need a lawyer" (unless accurate)

"Secure"

"No risk"

"Compliant with state law" "Covers every legal issue"

Bonus: Ethical & Legal Reminders

- Follow **ABA** and **state bar** marketing guidelines.
 - Include disclaimers where necessary.
 - Never imply a client-lawyer relationship without clear terms.
-

Questions? Consult a legal marketing expert or compliance officer before launch.