Strategy Overview

Advertorial for an online legal publication. Intended to educate insurance customers on offers they may not be aware of.

Target Audience

People facing physical pain, lost income, rising bills, and pressure to accept quick money after an accident.

Primary Objective

Persuade car accident victims to contact a law firm for consultation.

Core Problem

Initial settlement offers may seem reasonable, but there may be more funds available to victims that they are not aware of.

Offer

Consult with an experienced attorney to maximize settlement money after injury from a car accident.

Messaging Structure

The advertorial follows the AIDCA structure—Attention, Interest, Desire, Conviction, and Action—an effective copywriting strategy for creating most advertising materials. It focuses on psychological techniques designed to increase the likelihood of persuading the reader.

Tone and Positioning

Authoritative, empathetic, and reassuring—positioning the firm as the experienced partner that can get readers the compensation they deserve.

CAR ACCIDENT CLAIMS

Injured After a Car Accident? Read This Before Accepting Any Settlement Offer

You've survived a car accident, but now you're injured and can't work.

If another driver caused the accident, their insurance company may offer you a settlement.

You may be tempted to take it because you need the money.

But wait. Their offer may not account for everything you're owed.

That’s why it’s smart to hire an attorney who specializes in personal injury cases.

Think about it. You've just been in a serious accident. You're injured and frustrated because you can't go back to work and the bills are piling up. How much of a relief would it be to have someone who will fight for you to get the maximum payout possible?

The great thing about these professional attorneys is that they gather all the information related to your claim, this includes:

Medical expenses	**Lost wages**	**reduced earning capacity**
Pain and suffering.	**police reports**	**evidence of fault.**

Texas law recognizes economic damages such as medical expenses, lost wages, and loss of earning capacity, as well as noneconomic damages such as physical pain and suffering.[1]

Using this information, your attorney would prepare a demand letter and fiercely negotiate on your behalf to get you the money that you deserve. TexasLawHelp explains that demand letters can encourage settlement before court and that an attorney can help ensure the letter is properly drafted.[2]

Established in 1973, Jim Adler & Associates is a Texas personal injury law firm that reports recovering more than $1 billion for its clients.[3]

The following brief excerpts appear on the firm’s official client reviews page:[4]

> “
> Great service! Thank you!
>
> **— Willie D.**

> “
> Totally recommend!
>
> **— Laura B.**

> “
> Very kind and helpful.
>
> **— Areya U.**

If you’re injured and out of work, don’t wait.

Schedule a free consultation with Jim Adler & Associates

RESEARCH

Sources

1. Texas Civil Practice and Remedies Code § 41.001, Definitions
   Defines economic damages to include medical expenses, lost wages and loss of earning capacity, and noneconomic damages to include physical pain and suffering.
2. TexasLawHelp.org, “How to Write a Demand Letter”
   Explains the purpose of a demand letter, how it can encourage settlement and how an attorney may assist with drafting it.
3. Jim Adler & Associates, Official Website
   Supports the firm-attributed claims that it has served injured Texans since 1973 and has recovered more than $1 billion.
4. Jim Adler & Associates, “Client Testimonials & Reviews”
   Source of the three brief, attributed client-review excerpts reproduced above.