

Strategic Overview

This advertorial is designed to persuade those who have been injured in car accidents to consult with legal counsel at a personal injury law firm. The piece is positioned to catch the attention of those who have not yet accepted the initial claim from the other party's insurers. The goal is to have the reader view legal representation as the smarter next step.

AUDIENCE

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

OBJECTIVE

To contact a law firm for consultation.

STRUCTURE

The advertorial follows the AIDCA structure (Attention, Interest, Desire, Conviction, and Action), an effective copywriting strategy for creating most advertising material. It focuses on psychological techniques that are proven to increase the likelihood of persuading the reader.

(Each aspect is highlighted throughout the annotated version of the post, along with emboldened sentences that highlight the section's intent.)

****IMPORTANT NOTE****

THIS IS A SPEC PIECE. Jim Adler & Associates is only used as an example in this post to represent an industry. I am in no way affiliated with their company.

CLEAN VERSION (WHAT I WROTE)

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

You survived a car accident, but now you have injuries that keep you from working.

The insurance company representing the at-fault party will offer you a settlement amount they claim is fair.

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

But wait. Remember, insurance companies want to save money. They don't necessarily care about what you've been through or what your true expenses are; it's more than likely that you would be offered less than what you deserve.

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

You've just been in a serious accident. You're injured and frustrated. You can't go back to work yet and the bills are piling up. Think about how much of a relief it would be to have someone who will fight for you to get the money you're truly owed.

Don't settle for less. You have every right to get the compensation you deserve.

But how would personal injury attorneys do this? First, they gather the evidence surrounding your accident such as medical records, police reports, insurance policies, and financial records.

Using this information, attorneys assess the full extent of the damages and the impact on your life to build a strong claim. They negotiate with the insurance company relentlessly on your behalf. In some cases, attorneys have secured settlements triple the insurer's initial offer.

Jim Adler & Associates is a personal injury law firm with over 50 years of experience and over \$1 billion in settlement awards for its clients.

Here are some of their many positive reviews:

"The best law firm in the United States! They are serious about what they do and they care about their clients and you get the right and highest settlement. I appreciate you, Jim Adler!"

— R. Taylor

"I'd like to thank Jim Adler & Associates for taking care of my case...Definitely recommend their services...very professional and caring..."

— Dora S.

"Great experience; they got my case settled and I got paid at the end of the day. My case was taken care of."

— Abraham B.

If you're injured and out of work, don't wait. Schedule a free consultation with Jim Adler & Associates now.

ANNOTATED VERSION (WHY I WROTE IT THIS WAY)

ATTENTION: Targets a specific audience using the **headline** (those injured in car accidents).

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

INTEREST: Builds on the reader's attention, draws the reader in by emphasizing a logical argument that recognizes their situation and problem, then offers the solution.

You survived a car accident, but now **you have injuries that keep you from working.**

The insurance company representing the at-fault party will offer you a settlement amount they claim is fair.

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

But wait. Remember, insurance companies want to save money. They don't necessarily care about what you've been through or what your true expenses are; **it's more than likely that you would be offered less than what you deserve.**

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

DESIRE: Now that interest is maintained, this section focuses on the emotional appeal, how life would be with the solution and what the reader can gain.

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Don't settle for less. You have every right to get the compensation you deserve.

But how would personal injury attorneys do this? First, they gather the evidence surrounding your accident such as medical records, police reports, insurance policies, and financial records.

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CONVICTION: Reader needs to be convinced that solution is viable. The specific company is mentioned, along with their positive reviews (social proof).

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ACTION: A confident call to action complemented with a sense of urgency to end the flow

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