

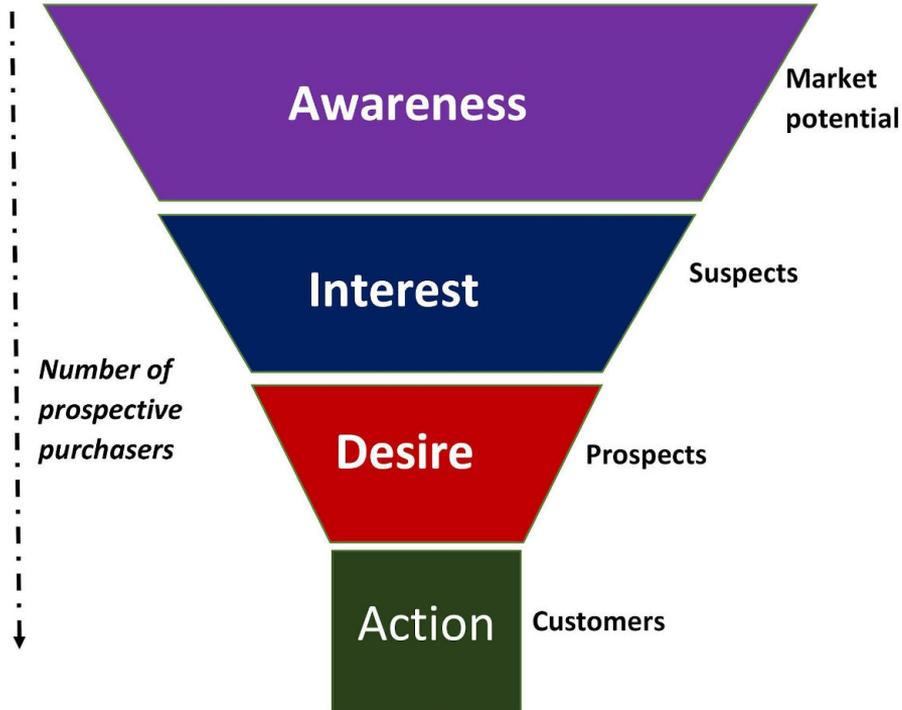


Creative Brief

V-Law: Empowering Lawyers to Build Their Own Practice

Project Overview

The Purchase Funnel



Brand Awareness

New audiences and increase recognition



Demand Generation

Capture potential customers' contact information



Target Audience: Lawyers



Bureaucracy & Administrative Hassles



Client Acquisition Struggles



Result-driven



Ad Style



Professional, engaging, and effortlessly easy to follow



Taglines

Tagline

- **A Smarter Way to Practice Law**
- **Start Small. Dream Big. Grow Your Practice with V-Law**
- **The Easy Way to Start Your Own Law Firm**
- **Your Side Practice, Simplified**
- **From Lawyer to law firm - we make it simple**
- **Go Solo Without Going It Alone**
- **Empowering Lawyers to Build Their Own Success**
- **Less Admin, More Law.**



LEAD GENERATION



CTA

CTA

- **Book a Free Consultation**
- **Get started now!**
- **Learn more today!**
- **Start Your Firm Today**
- **Run Your Firm Smarter—Try V-Law Today**
- **Your Future Firm Starts Now**

Sample Storyboard

