



SECRETS OF ATTORNEY MARKETING

January Was “Divorce Month”... But Be Prepared for A 3-Month Spike In Divorce Rates

The new year often brings changes as people take time to reflect on their lives. For many couples, these changes include seeking a divorce...

January has been nicknamed “Divorce Month” but why does January get this title when divorce rates continue to climb after January, and generally peak in March?

Research points to several themes that likely influence January’s augmented divorce rate, including holidays, finances, and the “new year mentality”.

But preparing for divorce takes time, so many people start exploring their options in January and file later, which might explain the rising divorce rates leading up to the peak in March.

What Does This Mean For You?

Since many potentials are just starting to plan for divorce in January and February, it’s a smart move to focus marketing efforts and SEO strategies on content that’s geared directly to the research they’re doing.

By increasing your local and online presence through targeted articles that provide helpful insight, your firm’s name will already be in a potential’s mind by the time they’re ready to schedule a consultation.

To do this, you might consider adding fresh content to your site that targets specific groups, such as:

- Men and women in their 30s who have established careers and higher incomes.

- Couples in the range of 7-8 years of marriage, which is statistically when most divorces occur.
- Couples who are more likely to have complex divorce cases with higher fees, such as marriages with children.

What's more, many people wait to file for divorce until the new year so they can preserve their ability to file the previous year's taxes jointly – so it would likely prove beneficial to provide content that answers questions about how divorce impacts 2022 tax filings.

What Do You Think?

People often use the beginning of the year as a chance to take an honest look at their lives. It's a period where most contemplate what is not working for them, and try to make a fresh start.

Have you observed other reasons for the increase in divorce cases in January? How could you leverage that insight to speak directly to your potentials?

Something worth exploring as we settle into the new year...

Want To Learn More? Take A Look At Our Sources.

[*Is January Really Divorce Month? | Divorce For Men \(goldbergjones-or.com\)*](#)

[*January is Known as Divorce Month and Dads' Resource Center Offers Tips for Newly Separated Fathers | Newswire*](#)

[*Divorce Trends Over the Decades | Bruce Galloway LLC \(brucegallowaylaw.com\)*](#)

[*Lawyers brace for divorce surge in 2023 after major 2022 law change \(yahoo.com\)*](#)

[*New Year, New Life: Resolving to Divorce in 2023 \(mckinleyirvin.com\)*](#)

Is January Divorce Month? (cecilciani.com)