BrandScript, Offering and Landing Page - Template

# TARGET SEGMENT - PERSONA

|  |  |
| --- | --- |
| Describe the common attributes of the people we want to read this Landing Page. | Employment Law |

# HEADER (Above the line)

|  |  |
| --- | --- |
| The Header area of the Landing Page should contain a summary of what we are offering. It needs to be punchy and engaging. | Claim for Unfair Dismissal |

## Offering Title

|  |  |
| --- | --- |
| What will the client get, in one short line? | Protect Your Employment Rights with Expert Legal Support |

## Grunt Line

|  |  |
| --- | --- |
| Exactly what we **will do for them** to **solve their problem**, in one line, no frills. | Have you been unfairly dismissed from your job? You don’t have to face this battle alone. |
| The situation | In today’s fast-paced work environment, job security is paramount. Unfair dismissal can impact your career and financial stability, leaving you feeling vulnerable and uncertain. |
| What we will do | At ADLV Law, we specialize in providing comprehensive legal advice and representation for unfair dismissal claims. Our expert legal team is dedicated to helping you navigate the complexities of employment law with confidence. |
| Why life will be better after our service. What does their life look like after the problem is solved? What have they been transformed to? | We understand the emotional and financial stress that comes with losing a job unfairly. Our experienced lawyers are here to provide personalized support and strategic legal solutions, ensuring that your rights are protected every step of the way. |

## Call to action.

|  |  |
| --- | --- |
| Heading | Take the First Step Towards Justice |
| What do we want them to do? | Schedule a Free Consultation Today |

## Summary of key outcomes of our Offering, usually with icons [Value Points]

|  |  |
| --- | --- |
| Draw from list of core outcomes: Conserving financial resources, conserving time, building social networks, gaining status, accumulating resources, be generous, achieve meaning. ‘Get top dollar’ ‘Sell fast’ ‘Reasonable fees’. | Expert legal advice tailored to your unique case.,Comprehensive representation for your unfair dismissal claim.,A focus on your best interests to achieve a favorable outcome. |

# ONE LINER – The Zippy Scooter Line

Problem, Solution, Result. You know how…, well we…, so that you can…

|  |  |
| --- | --- |
| Heading | Your Fight is Our Fight |
| You know how… | Unfair dismissal can leave you feeling powerless, confused, and uncertain about your next steps. |
| We will | Our experienced legal team will help you understand your rights and outline the steps to take in your unfair dismissal claim, providing you with the guidance you need to regain control of your situation. |

## Statement of Philosophical Problem

|  |  |
| --- | --- |
| The philosophical problem is larger than the client’s own problem. It is existential. It is the **‘why’ is this important** question. It is the deeper meaning that the client is confronting. Good v Evil. Ought…, Shouldn’t… The Sydney property market: Everyone should be able to afford a beautiful home. | It is simply wrong for any employee to be dismissed without just cause or fair treatment. Everyone deserves to feel secure in their job. |
| The Character | You are a dedicated professional who has been unfairly terminated from your job. You seek justice and a fair resolution to your situation. |
| The Scenario | As a hard-working employee, you never expected to be let go without valid reasons. Now, you find yourself navigating the complexities of employment law. |
| A bit of salt | The threat of financial instability and additional emotional stress is looming, but you don’t have to tackle this on your own. |

# QUICK STORY

The whole story at the next level, but still a summary.

## The Short Problem

|  |  |
| --- | --- |
| Heading | Your Unfair Dismissal Story |
| What has occurred and what does the client **need to deal with**? What is the physical or tangible problem that needs to be solved? Disarming the bomb on the bus. Destroying the Death Star. The need to win basketball games.  Go to the very heart of the problem. Ideally one simple line. | Job loss due to unfair dismissal can lead to financial strain and impact your future job prospects. |
| What happens if they ignore our Agreement Plan? What are we helping our clients avoid? | Many people believe they have no recourse when wrongfully terminated, which can lead to a failure to pursue justice. |

# THE VILLAIN & STAKES

|  |  |
| --- | --- |
| Who is the enemy?  What could go wrong without our help? | The unfair termination practices that undermine employee rights and well-being. |

# OUR VALUE PROPOSITION

How do we solve the problems?

## Statement of External Solution

|  |  |
| --- | --- |
| Heading | Feelings of Displacement |
| How we solve the internal problem. | We understand how frustrating and isolating it can feel after losing your job without cause. Our empathetic attorneys are here to listen and guide you through this tough time. |
| How we solve the external problem. | We provide clear guidance on how to navigate your unfair dismissal claim, ensuring you know your options and the potential outcomes. |
| What does their life look like after the problem is solved? What have they been transformed to? | With our help, you can reclaim your confidence, stand up for your rights, and find a path forward. |

# OUR PROCESS PLAN

|  |  |
| --- | --- |
| Heading | Our Simple Three-Step Process |
| 3-4 step plan as to what the Client needs to do to buy and get this all done. Give this plan a name – ‘Our Smart Sale Process’ | Schedule your free consultation to discuss your case.,Receive tailored legal advice and strategy for your unfair dismissal claim.,Let our experienced lawyers represent you to seek justice and compensation. |
| Tag line 1 | Your journey towards justice starts here. |
| Tag line 2 | We make the process straightforward and stress-free. |

# THE HERO & THE GUIDE

This is where we identify with our Target Segment to the next level, and demonstrate that we are the right person to help them out through empathy and authority.

## The Hero’s context

We are not the hero. The client is the hero. But the client needs someone with empathy and authority. Someone who can lead them to success.

|  |  |
| --- | --- |
| We understand how it feels to…  We know what it feels like to …  Like you, we are frustrated by…  We know that …  We are aware of…  We care about your… | We know how devastating unfair dismissal can be. Our team is committed to providing support and understanding during this challenging time. |
| Indicators of authority | With years of experience in employment law, our attorneys have successfully handled numerous unfair dismissal cases. |
| Authority Statement Tagline | We're trusted advocates for your employment rights. |

### Authority data

[]

### Authority testimonials

[]

### Authority awards

[]

### Authority client logos

[]

## Team Members

[Photos and contact details.]

# PRICE INFO & CHOICES

Explain any pricing elements, e.g. fixed prices, prices per stage, etc.

|  |  |
| --- | --- |
| Heading |  |
| Description |  |

# OUR TRANSITIONAL CALL TO ACTION

Download PDF. Invitation to seminar. Free trial. Sample.

[Link to materials.]

# KEY WORDS

|  |  |
| --- | --- |
| SEO focused keywords | unfair dismissal, legal advice, employment law, workplace rights, termination claims, ADLV Law |
| H1 title | Claim for Unfair Termination: Stand Up for Your Rights! |
| Meta description | Seeking justice for unfair dismissal? Contact ADLV Law for expert legal advice and representation. Your success is our priority. |