Theme 1: The Hidden Reality of Divorce

Best for framing the problem, opening paragraphs, and human-interest coverage

> "Divorce doesn't start in a courtroom — it starts years earlier, in quiet uncertainty."

> "Divorce is one of the most financially and emotionally disruptive events in a person's life, yet most people walk into it with less preparation than they would a major purchase. Divorce AI was built to change that by giving people private, early access to understanding — before decisions become irreversible."

Theme 2: Financial Clarity as Protection

Best for finance, consumer, and data-driven stories

> "Financial understanding is protection, not preparation."

> "So much of the cost and conflict in divorce comes from people entering the process without understanding their financial reality. Clarity early on changes everything."

Theme 3: What Divorce AI Is (and Isn't)

Best for explaining the product clearly without sounding promotional

> "Divorce AI exists before lawyers, before courts, and before conflict."

> "Divorce AI doesn't tell people what to do. It helps them understand what's likely to happen so they can make responsible choices for themselves and their families."

Theme 4: Access, Fairness, and Empowerment

Best for mission-driven stories and equity-focused outlets

> "Divorce planning shouldn't be reserved for experts. Everyone deserves access to clear, human explanations of what their future might look like."

Theme 5: Outcomes and Impact

Best for closing quotes, thought leadership, and long-form features

"When people understand what a judge is likely to decide, what outcomes look reasonable, and what battles aren't worth fighting, conflict drops and better decisions follow. Knowledge prevents panic. Preparation prevents regret."

"I built Divorce AI so fewer families experience the kind of confusion and financial loss that too often defines divorce."