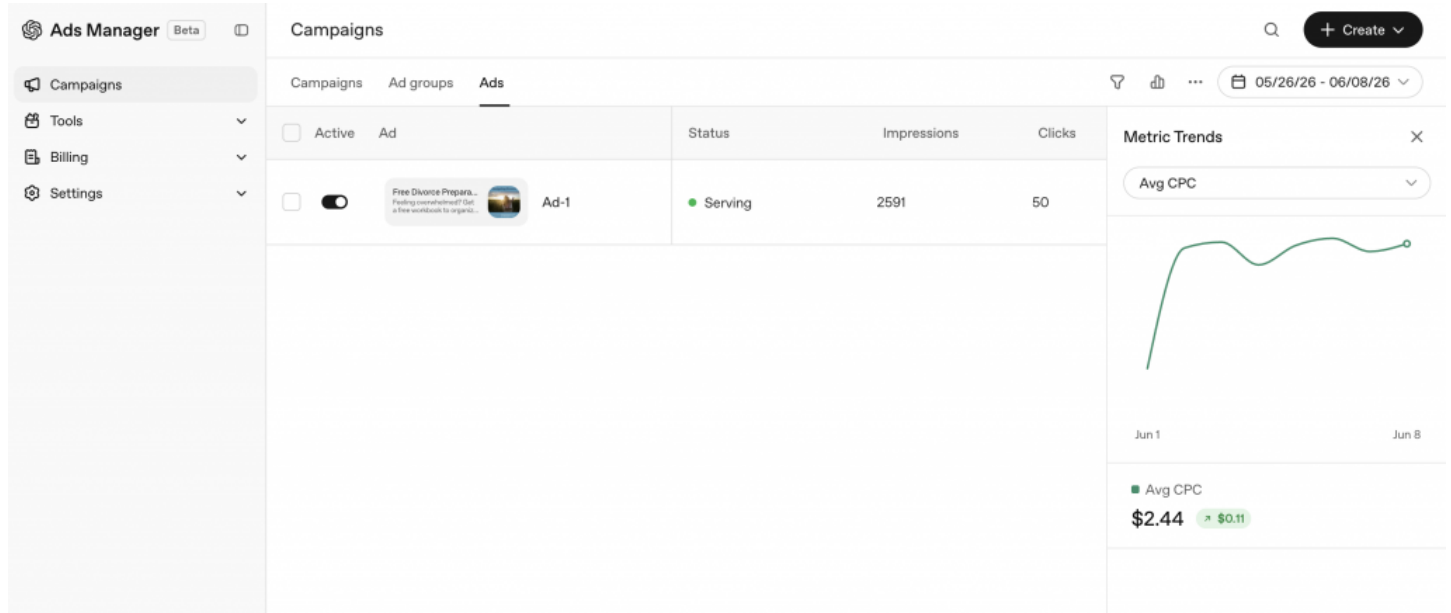


# A First in Legal Marketing: Family Law Firm Ad Goes Live Inside ChatGPT, Placed by Fractional CMO Joshua Little

OpenAI's ad policy restricts ads for legal services, but the first ever family law ad has been confirmed by Fractional Law Firm CMO Joshua Little. A week into serving, the campaign is converting 22% of clicks into sign-ups at a \$2.33 cost per click.



**Nashville, Tennessee Jun 11, 2026 (Issuewire.com)** - Joshua D. Little, a fractional chief marketing officer for law firms and founder of the firm Aquila, has placed what he believes to be the first confirmed family law firm advertisement to run inside ChatGPT. The ad has been serving for a week and, as of June 8, is already converting at a rate most paid channels rarely see.

OpenAI's ad policy restricts ads for legal services, but the first ever family law ad has been confirmed running under a specific policy carve out identified by Fractional Law Firm CMO Joshua Little. A week into serving, the campaign is converting 22% of clicks into sign-ups at a cost per click of just \$2.33 — early evidence that law firms have found a path into the fastest-growing ad platform in technology, in a category OpenAI's own policy restricts.

The placement is notable, not just as an industry first in an AI-forward world, but because OpenAI's advertising policy explicitly disallows ads for legal advice, representation, and services — naming personal injury, immigration, legal claims, and document preparation directly. Since OpenAI opened its ad platform to U.S. advertisers in May 2026, the legal advertising "firsts" that have been claimed publicly have all been in personal injury with sparse details. Family law had not been publicly documented. Little reached approval through the single opening the policy allows: advertising for general legal education, where no legal services are offered.

Little had argued a month earlier, when OpenAI opened the platform to the public on May 5, that this opening existed. In a [widely read article on LinkedIn](#), he laid out the theory that a law firm could reach clients through genuine educational content even on a platform that bars legal services ads. The live campaign is the proof of that thesis.

The early numbers point to why the approach works. In its first week, on a small test budget, the ad drew 2,591 impressions and 50 clicks at an average cost of \$2.33 per click — and converted 22% of those clicks into opt-ins for a free educational resource. (These are early engagement and sign-up figures, not retained clients.) The fit is unusual: divorce and custody clients tend to spend months quietly researching before they hire anyone, which makes a purely educational resource the exact thing they are looking for at that stage.

"The people most law firms are trying to reach are sitting up at night asking ChatGPT how to handle the hardest moment of their lives," said Little. "Meeting them there with something real — not a pitch — is where legal marketing is going. I wanted to prove it was possible, and now it's running."

"Everyone in legal marketing was debating whether law firms could advertise on ChatGPT at all. I'd rather show the receipt than join the debate. It's live, it's converting, and it points to a real shift in how firms reach clients in the AI era."

"I'm not telling every firm to rush in," Little added. "Getting an ad approved is the easy part. The hard part is that lawyer advertising is governed by 50 different state bars, and the rules differ in ways that matter. This has to be built carefully, state by state, or not at all."

"So the real complexity here isn't the platform — it's compliance mixed with what's required to pass the platform's policy."

Little's campaign arrives during a fast-moving moment for AI advertising. OpenAI opened its self-serve ad platform to U.S. advertisers in May 2026, and reporting indicates the company's ad business grew rapidly in its first weeks, on its ChatGPT platform already reaching roughly 900 million weekly users in early 2026. Legal services remain in the platform's manually reviewed category, meaning approvals are granted at a reviewer's discretion and policies may change.

A full account of how the campaign was built — including the early rejections and the change that won approval — is available in Little's published writing on the subject at <https://aquila.law/the-first-ever-family-law-ad-on-chatgpt/>.

### **About Joshua D. Little and Aquila**

Joshua D. Little is the founder of Aquila, a fractional CMO practice that gives law firms the capability of a full in-house marketing department without the overhead, under one unified system. Aquila focuses on family law, business law, and the broader legal sector and is expanding to other professional services firms. Little works at the intersection of marketing strategy and the rapid changes AI is bringing to how people find and choose lawyers. More at <https://aquila.law/>.

If you're a law firm owner or managing partner, you can get a strategic assessment with Joshua here: <https://calendly.com/joshuadlittle/strategic-assessment>.

**Multimedia available:** two dated screenshots from the ChatGPT Ads manager — the campaign serving, and the first-week performance metrics. Available on request.

Questions or interview requests welcome — happy to walk through the policy, the campaign, the data, and the broader market implications.

## Media Contact

Aquila.Law

\*\*\*\*\*@aquila.law

615-300-7172

1224 2nd Ave SSte 102

<https://aquila.law>

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