

10 Ways to Build Your Law Firm Profits with Video

By Chris Ballard

Pictures, whether still or moving, dominate our culture—in education, news and entertainment, print media, and the law. According to Pew Internet Research, video is the number-one reason why people go online today. YouTube had more than 700 billion views in 2010. Studies conducted by HubSpot, an authority on search engine optimization (SEO), indicate that video on your website improves Google search results. Every lawyer knows that jurors retain more information if it can be seen and heard versus just hearing it, and hardly a trial is conducted today that doesn't use some sort of multimedia.

With that in mind, how do you help strengthen your law firm by using video? Here are some proven strategies.

Settle Your Cases Faster with Pretrial Videos

Mediation and settlement documentaries, wrongful-death biographies, and expanded day-in-the-life videos have proven helpful in advancing cases toward settlement. Only about 3 percent of cases actually go to trial, so it behooves you to make the right investment in a video that will settle your case before trial. A powerful and compelling video

targeted directly to the people who have the power to write checks always beats the odds of having a jury decide your damages and your case. And the more powerful and persuasive your video, the better your chances of settling before trial.

Picturing Your Case to the Jury

Demonstrative evidence videos shown to a jury along with witness narration and collaboration give greater weight to the evidence and greater credibility to your case, resulting in a better chance of a favorable verdict for your side. Animations, accident reenactments and reconstructions, day-in-the-life videos, and other demonstrative evidence all enhance witness testimony and make complex and scientific issues simpler for jurors to understand, retain, and recall. Videos shown during opening and closing statements help put the jurors "inside the picture" and properly set the stage for deliberations and advocacy of your cause and case.

Achieve More Case Referrals with Video

Want to demonstrate why you should be brought in on a case? What better way to explain to a colleague your firm's foundation, expertise, success with past settlements and verdicts, and client satisfaction

than with a powerful and compelling video that tells your story? The digital revolution has allowed professionals to learn and communicate with each other via e-mail, Internet, iPads, and smartphones with words, pictures, and video. A trial lawyer who informs, entertains, and convinces someone with a video about his or her expertise reassures co-counsel they have made the right decision in choosing him or her to help with their client and case.

Obtain More Clients by Using Videos on Your Website

Individuals search the Internet for an attorney they feel confident will help solve their problems. They don't spend much time or click through when they land on your home page, so you have little time to impress them. Website videos allow you to show potential clients how you conduct yourself and explain how you can help solve their problems. Videos of former clients talking about their experiences and success with you and your firm allow prospective clients to envision the possible outcomes of their cases.

Don't Broadcast Your Expertise with TV Commercials

Unless you have \$30,000 a month to spend, studies have proved that television

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advertising is not worth the expense. You can invest your dollars more wisely and effectively by sponsoring closed captioning of local news programs, promoting shows pertaining to your area of law, distributing public service announcements, and even developing your own cable law show or tort reform public infomercials.

Skillfully Prepare Your Clients with Videos

Law firms with many clients and heavy caseloads have discovered that giving clients educational videos not only better prepares them for depositions and trials, but also reduces the number of phone calls and questions your staff fields from them regarding their cases. Videos can be handed to clients as DVDs or viewed on a secure website.

Increase Your SEO with Videos on Your Blog and Social Media Sites

Including educational and informative videos on your blog, LinkedIn page, and other social media sites increases your page ranking in search engines. Twitter now accepts videos in tweets. Short, snappy, and succinct videos about newsworthy topics are the best format for this type of interaction and can easily be inserted into your profile, blog posts, and tweets.

Enhance Your Speaking Engagements with Video

Next time you make a presentation, insert a video into your PowerPoint or Keynote presentation or just play a video. Make sure it is short, funny, and enhances the theme of your presentation. Audiences re-

member entertaining, demonstrative videos that help relay the message you are trying to convey.

Broadcast Your Case with Video News Releases and Webcasts

Every trial lawyer knows establishing and maintaining contact with local media representatives is good for public and client relations. Journalists are always looking for experts to quote or appear in local and national broadcasts, and good trial lawyers are always looking for ways to take their cases to the public. Many notorious medical, manufacturing, and pharmaceutical mistakes have been exposed and corrected by lawyers working with the media. Short, factual, and compelling videos outlining the

liability of your case and the dangers to society work well in this format.

Embrace Technology to Surpass Your Competition

Years ago, when we first showed trial lawyers how to save time and money by videotaping witness testimony for trial, many were slow to embrace the technology. Don't let the digital revolution pass you by. Your challenge is to teach the decision makers—jurors, claim representatives, potential clients—about you and your case. If your presentation does not include images such as videos and pictures, you are shortchanging your client and yourself. ■



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