

## Law Firm Marketing: How to Create an Effective Online Video

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There is more to online video than simply adding it to your law firm Internet marketing efforts.

Like many things, if video is done well, it can have a significant, positive impact on your law firm Internet marketing – by attracting clients and increasing visibility.

Done poorly, an online video can sidetrack your law firm Internet marketing goals, hurt your credibility and even deter clients from choosing you.

Use these five simple guidelines to make a highly effective online video for use in your law firm Internet marketing efforts:

1. **Use real people, using real words.** One of the biggest mistakes attorneys make is using video the way they use PowerPoint. Stringing together static images accompanied by a faceless voice on audio is not an effective use of online video. While this may get seen by some potential clients, it is not nearly as valuable as giving them a chance to see your face and hear your sincere words.
2. **Create a well-thought out script designed to persuade potential client to call you.** To accomplish that, ask yourself what makes your law firm different from, and better than, your competition – and then build your script around those key points.
3. **Focus on the viewer, not yourself.** It is easy to get caught in the trap of thinking potential clients want to hear about all of your qualifications. The real truth is they want a law firm that understands their problems, and knows how to solve them. Your script should describe some of the problems clearly, and then explain how you can solve them.
4. **Use sidebars to emphasize key points.** The time to use still images in your online video is in a sidebar to emphasize your most important points – such as key statistics related to your area of law.
5. **Include your contact information 2-3 times within your video.** The goal of your online video is to persuade potential clients to call you. Yet, no matter how well crafted your video is, if those clients do not know how to reach you, it's wasted effort. With that in mind, say it once within the video, usually at the end, and "write" it at least once in full screen, at the beginning and the end. By including it at the beginning, return viewers can quickly get your contact information without wading through the entire video again.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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