

December 2010

LAWYERS

Video Studio

**presents
December 10'
Newsletter**

**Really Smart
Lawyers Creating
Video To Set
Themselves Apart
Online**



Richard Habiger, Esq.



Gerry Oginski, Esq., Founder
of the Lawyers Video Studio

ELDER LAW ATTORNEY WINGS IT

Richard Habiger, an elder law attorney lost all his content on his laptop. Not good.

You'd think he be at a loss for words.

I arrived at Richard's hotel a few minutes before 9 a.m. He'd flown in from Illinois and I was bringing in my lighting equipment to set up in the conference room at the hotel. After exchanging greetings he said "I have a problem."

Whatever he was going to say, I knew it would be Ok. "What's the problem?" I asked.

"I had all my content on my laptop in the form of powerpoint slides, and now they're gone! I can't access them at all." Ok, that was a bigger problem than I expected. In a split second I replied "That's not a problem. You're going to kick some butt since you're the expert. You don't even need that stuff. Here's why..."

Over the next few hours of shooting video, Richard was able to answer my questions that I knew his viewers and potential clients needed to know. What was amazing was that even though he had lost all of his outlines, he really didn't need them. Even cooler was that I told Richard that once he gets back home, he'll now have tons of content to use with his new video equipment that we gave him.

The outlines that I had Richard create during our reproduction strategy session are just that. Outlines.

Congratulations to Richard Habiger, a really smart attorney for winging it!

PHOTO SHOOT



Richard Habiger, Esq.

How Many Videos Have You Created This Month?

You have been reading my blog posts for a long time. You've heard about seminars and webinars that I've done. Maybe you've read my guest blog posts on other lawyer websites. Maybe you've seen me mentioned in Lawyers USA online for my recent \$1.5 million verdict in a medical malpractice case. Then again, maybe you didn't. Maybe you saw my articles in Trial magazine or the ABA Law Practice Management magazine, or on Law.com or The Rainmaker Advisor. Maybe you were reading the Wall Street Journal and saw my name mentioned in an article about subrogation. Then again, maybe you didn't. Maybe you were reading the New York Times online blog and saw a discussion of one of my videos about slip and falls on snow and ice. Or maybe you saw one of my postings on Facebook about a case we settled for \$5.1 million with trial counsel, where my client had come to me after watching my videos and reading the content on my website. Then again, maybe you didn't.

Maybe you heard me talk about two wrongful death cases I settled this year; one for \$395,000, and the other for \$450,000, where both of those clients came to me after watching my videos. Then again, maybe you didn't.

How many videos have you created this month? How about last month? Or the month before? In

today's article I want to tell you how many videos I have created in the past 10 months.

Total: **69 videos in ten months.** That's just to market my own law practice. This year alone. How many have you created this year? Want to know how I am able to generate 75% of my business online? Read the sentence at the beginning of this paragraph again.

When Google, Cisco, Yahoo and all the big online players tell you that video is the future of the internet and your clients expect you to have online video, what are you waiting for?

By the end of the year I will have created close to 100 videos, if not more. Do you think you gain a competitive advantage by not creating video? Want to know what your prospective clients will think if you don't have useful, educational and great quality video on your website and online? They'll ask themselves "Why doesn't he have video online? Is he afraid of something? Does he not want to be seen?"

Whatever the reason, your viewers will demand it. If you don't provide it, your viewers will click away and head over to Google to search for the next lawyer. Guaranteed.

Lawyers Video Studio Top Secret Success Kit



Today, I want to introduce you to my secret weapon when I create attorney video. There is no video production company in the country that has this top-secret attorney video success kit. You cannot buy it. You cannot create it. Nor will you find this kit anywhere else. The only way you would even get a hint of what is contained within this kit is if you are a member of my Total Online Video Success Program for Lawyers.

Even then, lawyers who create video with me in the Lawyers Video Studio are not permitted to see what is inside the aluminum and titanium, heavy-duty case. They do however get the benefit of what is contained within it, but they do not have access to it. When I return from a video shoot, this case gets locked into a vault under special lock and key and **only** comes out for video shoots.

Be on the lookout for upcoming photographs of me carrying my top-secret video success kit on location, shooting video.

THE TOTAL ONLINE VIDEO SUCCESS PROGRAM IS FOR YOU

Want to get qualified leads and calls from the content you put online? Video is the way to do it. Want to learn how to convert online viewers into callers? You can, by joining my Total Online Video Success program. In my mastermind call you learn exactly what will compel a viewer to pick up the phone and call you instead of your competitors.

Want to stand out from the crowd and show that you're different from all your colleagues? Video is the way to do it. Want to learn which videos resulted in cases that generated very large legal fees? You can in the Lawyers Video Studio.

What are you waiting for? An invitation? Are you waiting for everyone to create video so it will be harder to set yourself apart? Here's my invitation...You are cordially invited to start creating educational video to market your law firm with the Lawyers Video Studio; the only video production company in the country that has a veteran medical malpractice trial lawyer as your experienced video producer.

Have questions? Call me for a complimentary phone consult AND get a free copy of my book, "How Really Smart Attorneys Are Using Video on the Web to Get More Cases."

516-487-8207 or by email:

Gerry@lawyersvideostudio.com.

THE LAWYERS VIDEO STUDIO

The place to create YOUR attorney video. Call now to get your marketing into high gear. 516-487-8207 or by email: Gerry@lawyersvideostudio.com



Gerry Oginski, Esq.,
Founder of the
Lawyers Video Studio

Still not sure?

I encourage you to call Jack Carney-Debord from Ohio, or Brent Adams, in North Carolina, or John Burns in California, or Mike Serres in Astoria, Queens, or Steve Gacovino in Suffolk County, or Greg Stokes in Atlanta and ask them what they thought about my Total Online Video Solution for Lawyers.

In next month's newsletter

- Two really smart law firms shooting video in the Lawyers Video Studio
- Why lawyers shouldn't create their own TV-style web-video show.

Pick up the phone and call me now! 516-487-8207

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