

January 2011

LAWYERS

Video Studio

**presents
January 11'
Newsletter**



Andy Siegel, NYC Personal Injury Attorney



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

NYC PARK AVE. LAW FIRM IN THE STUDIO

Attorney Andy Siegel, kicks it 'old school' by telling viewers the straight truth

I decided to take the train into the city in order to do Andy Siegel's video shoot. You see, I live 20 miles from Manhattan and driving into the city is a hit or miss situation. If there's no traffic, it can take 20-30 minutes and is a pleasure. On the other hand, there are many times when there's traffic and it takes an hour and a half to get into Manhattan. The train however is always the fastest way to get into Manhattan. The express train takes 26 minutes and the local, 33 minutes.

I had two bags with me that morning; my backpack which held my video equipment as a backup, and my heavy-duty aluminum and titanium top-secret attorney video success kit. On the train, I wondered whether Andy and his law partner Sean prepared for today's video shoot.

As a precondition to going forward with today's video shoot, I require every attorney to submit their outlines to me along with the promise that they are practicing and have practiced. The only way you

feel good after a long day of video

shooting is if they have practiced. It doesn't matter how good of a trial attorney you are, if you have not practiced what you're going to say on camera, you're just not going to have a great time. That's why it's crucial to practice.

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

NYC PARK AVE. LAW FIRM

IN THE STUDIO

You know the old question "How do I get to Carnegie Hall?" The answer: "Practice."

As we approached the Bayside train station my thoughts returned to junior high school which is where I met Andy Siegel, now a well-known and well-established personal injury trial attorney in New York City. We both played on the same junior varsity and varsity soccer team. We went to junior high school and high school together.

Andy was a very good athlete and has since grown to be humble about his athletic abilities and he continues to praise my soccer abilities despite the fact that he was an outstanding soccer player.

After high school, I had not seen or heard from Andy for many years until one day we were both standing in front of the court house in Queens County in Jamaica on Sutphin Boulevard. We were waiting for our respective cases to be called. Over the years, I've had an opportunity to follow Andy's success, especially a phenomenal verdict he achieved just three years ago in that same Queens County Courthouse where he achieved a whopping \$43 million verdict.

I was honored when he called me to tell me that he wanted to create attorney video.

When we do a video shoot for attorneys, we buy the video equipment and ship it right to their office. The morning of the video shoot sometimes appears hectic because we are busy unpacking and setting up the video equipment. You can find us unpacking soft box lights, setting up the tripods that it sits upon; opening the wireless lavalier microphone transmitter and receiver and attaching it to the camera. We open up the brand-new video camera in front of your eyes. Then we begin testing to making sure we have good lighting, audio and a proper background. We scope out your office to see where the best places are to shoot video. During the initial setup, I am also busy talking with the attorneys to make sure they know their content and have practiced.



Lawyers ask me all the time what they can expect when they first start shooting video with me. I tell them truthfully that the first video they create will be the worst video they ever do. Once they get warmed up and have done a number of these videos, it becomes totally natural, and fun. They often look at me with sweat dripping down their brow, like I have no idea what I'm talking about.

I'm happy to say that by midday Andy, his law partner Sean and their associate Anthony were so eager to come up with new ideas and put them onto video immediately that it turned out to be a really fun video shoot in the Park Avenue law offices of Geller, Siegel & Coonerty.

At the end of the day as we were wrapping up, Andy gave me a heartfelt testimonial that brought me back to the soccer fields of Great Neck North high school. As he talked about my video program, he actually mentioned how we knew each other and how long we've known each other. If you have a moment, I strongly encourage you to watch his video testimonial. Also, when you watch his videos, you'll immediately notice he is bold, authoritative and has a total command of personal injury law in NY. I'm proud to say that Andy is a friend of mine and even prouder to know that I've helped him and his law firm create great quality video to market themselves online.



Sean Coonerty, Anthony Makrides, Andy Siegel

NEW MEMBERS!

The Lawyers Video Studio welcomes Troy Rosasco, partner at Turley, Redmond, Rosasco & Rosasco! Congratulations for joining other really smart attorneys who create educational video to market their practice.

The #1 reason why lawyers should not create a TV-style online video show: We're boring. It's true. Who would watch an attorney talk about their area of law for 15-20 minutes every week? I wouldn't. Lawyers are not entertaining. Skip the idea of a show and focus on content your viewers need to know.

Videos Put Online This Month

1. [What is the Trial Level Court called in New York?](#)
2. [50 Video Clips-Attorney Video Marketing](#)
3. [Lawyer Video Marketing-Predictions for 2011](#)
4. [What's the Difference Between Medicare and Medicaid](#)
5. [What's the Difference Between Estate Planning, Elder Care Law and Life Care Planning?](#)
6. [What is Medicaid and Why do I Need to Know?](#)
7. [What Does an Elder Law Attorney do?](#)
8. [What is Medicaid and how Does it Work for a Single Individual?](#)
9. [How to get my Book on Medicaid Secrets!](#)
10. [How Does Medicaid Work for a Married Couple?](#)
11. [How do I Hire the Right Elder Law Attorney?](#)
12. [Video Shoot in the Lawyers Video Studio](#)
13. [NC Car Accidents: See Your Doctor First](#)
14. [Why Would We NOT Take Your Medical Malpractice Case?](#)
15. [The First Thing to do After Being Injured](#)
16. [One Suggestion That Could Put Thousands In Your Pocket... and many more!](#)

The Lawyers Video Studio put **41** of our clients' videos online just this past month. Don't you want to join these really smart attorneys?



Andy Siegel

REFER AN ATTORNEY, GET A CHECK IN THE MAIL.

It's pretty simple really. Refer an attorney who signs up with any one of our total online video success programs and you receive a hefty bonus incentive for doing so. How much is the bonus?

\$1000 cash.

How do you take advantage of this? Simple. Make sure to tell the attorney that you refer to mention your name. In the future we will have an affiliate program set up for you to have your own link.



Important reminder:

Lawyers who join my total online video success program get free coaching in the only video coaching program for lawyers in the country. Depending upon which level program you sign up for, you can get two months free or six months free and learn what content helps convert online viewers into callers.

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

- More really smart law firms shooting video in the Lawyers Video Studio
- Challenges of shooting video outdoors

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

LAWYERS VIDEO STUDIO

25 Great Neck Rd., Ste. 4

Great Neck, NY 11021

516-487-8207

Gerry@lawyersvideostudio.com