

November 2010

LAWYERS

Video Studio

presents
November 10'
Newsletter

Really Smart
Lawyers Creating
Video To Set
Themselves Apart
Online



OHIO ATTORNEY PITCHES HIS WAY TO SUCCESS

Jack Carney-Debord is a personal injury and divorce attorney in Ohio. In his former life, he was a coach for the Philadelphia Phillies. Read how he spent an entire day with the Lawyers Video Studio shooting video in his office.

An amazing video shoot today with Ohio personal injury and divorce attorney Jack Carney-DeBord. I flew to Ohio last night, together with my production manager, Harry, so we could begin shooting video early this morning October 18, 2010. We had breakfast together and mapped out our strategy for the day. Our drive to Jack's office was only nine minutes and I was pleasantly surprised that he was there early and ready to start.

Harry immediately started unpacking all the video equipment that we had pre-shipped directly to Jack's office. The hi-definition video camera, the battery, the wireless microphone transmitter and receiver, the soft box lights with tripods and fluorescent

bulbs, the fluid-head tripod, the external hard drive, the HDSD memory cards, and the extension cord.

I immediately started reviewing Jack's content for what he'd be talking about in each of his videos. We started discussing technique and methods of presenting this information. Once that was done, we reviewed Jack's wardrobe.

The next phase was even more important: Identifying where we would shoot Jack's video. In his office? In his conference room?



Jack Carney-DeBord explaining a case he recently handled.

PHOTO SHOOT



Jack Carney-DeBord-A really smart attorney

In the secretarial area? In the waiting area? Outside? What angle within each room would be aesthetically pleasing? Did we have enough lighting with our softboxes or could we get creative and adjust our lighting? All of these questions needed answers. After doing a full reconnaissance of Jack's office, Harry and I came up with some great solutions.

Choosing the right options, angles and background are the responsibility of the video producer and the video production team. The attorney is responsible for his content, after having a mastermind strategy conference call with me. Jack knew, before we ever flew into the Columbus, Ohio international airport that we'd be shooting an entire day's worth of video and would leave his office with 33-40 individual video clips, each lasting 2-3 minutes long.

In anticipation of today's video shoot, Jack prepared and practiced what he wanted to talk about. He created bullet points to use as an outline for each topic. He was ready. In fact, he was so prepared and professional, that working with him all day was a true pleasure. His demeanor, his presentation and his knowledge of personal injury law and divorce law in Ohio were clearly evident with every video we created.

The video producer is responsible to help the attorney change, tweak and improve things he sees and hears while taping. I will stop the attorney in

mid-speech if I see something that needs to be changed and can make better. It is my job as the video producer to offer suggestions and tips based upon my knowledge and expertise and knowing what works and what doesn't. It is my job to recognize when the attorney needs a water or food break and when to energize him with encouragement and enthusiasm.

I'm proud I had a chance to spend the day with Jack. I learned something really cool about him during our lunch in town; he used to be a professional baseball coach with the Phillies. You don't often see baseball coaches go on to become personal injury and divorce lawyers and his story is really interesting. If you ever have the opportunity to meet Jack at a seminar or conference, I encourage you to talk to him about his prior career and what motivated him to become a lawyer. An inspiring story.

Well, that's it for now. My flight has landed back at LaGuardia and I'm waiting for my taxi to take me back to Great Neck. In case you haven't seen some behind the scenes photos of



today's video shoot, take a look on the left side of the page.

Have a great night!



Brent Adams, Esq.

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



Harry Brockman
HB Productions

BRENT ADAMS, NORTH CAROLINA'S PI ATTORNEY SHOWS THEM HOW IT'S DONE



I met Brent Adams at Ben Glass' Great Legal Marketing Superconference in Virginia where I was speaking to hundreds of enthusiastic attorneys eager to learn how to better market themselves today. I had seen what Brent was doing online and he had been using Fosterwebmarketing.com for his website, just like I did. Brent was showing his viewers how he was different. He did TV commercials where he was "The Bear" that morphs into Brent Adams right before your very eyes. He did introductory videos, he put fresh new content on his website. He wanted to be ahead of the curve. He knew there was more to video marketing. Months later, Brent called me and said "Sign me up." I'm writing this now on my flight to Raleigh, North Carolina where I will meet Brent and my production manager Harry for another exciting day of video shooting tomorrow. Brent is a dynamic guy with a lot of experience and stories to tell. I can't wait to hear him tell those stories.

I have to tell you what a great person Brent is. You see, my flight to North Carolina was delayed at JFK for 3 1/2 hours because of weather. Brent was going to pick up Harry and I at the same time. (We coordinated our flights). Brent's office is an hour away from the airport so my delay really screwed things up. We had planned to have a nice dinner chatting about law and marketing, but that was not



Brent Adams takes North Carolina by storm

to be. Since we didn't want to inconvenience Brent to make two trips to the airport, Harry was going to rent a car, hang out around the airport for a few hours and wait for me so we could head to the hotel together. So, here's what happened. Brent called Harry and said "Don't rent a car. I'm coming to pick you up. Let's grab a nice dinner and we'll come back for Gerry when his flight gets in at 10:00 pm." And that's what they did. They stuck around for hours waiting for my flight to get in. That was amazing.

Even better was the hour car ride to the hotel. The conversation was amazing. I learned a lot from Brent tonight about the town he practices in and his competitors. Brent handles personal injury and medical malpractice cases, workers compensation and social security matters.

When we arrived at the hotel, Brent informed me that Obama had

stayed at this hotel the week before his election. pretty cool fact.

So what did I do during my 3 1/2 hour delay at the airport? I wrote 5 blog posts for the Lawyers Video Studio. I also got to see and videotape singer Taylor Swift who gave a live concert right there in Terminal 5 of Jetblue at JFK. It was a whole big media event. My kids are going to love seeing the video.

Well, time to get ready for tomorrow. I'm looking forward to a really smart attorney creating great educational video.

Time lapse 7 hours.

Brent picked us up from the hotel and took us to his office 3 minutes away. On arrival, we got a quick tour of the office to evaluate possible video shoot locations. First stop, Brent's office. Harry immediately attacked the boxes of new equipment and started unpacking.

FLIGHT DELAY

Departures		jetBlue		
DEPARTING TO	FLIGHT	SCHED	STATUS	GATE
Oct 27, 2010 7:05pm				
Aguadilla, PR	735	5:45a	On Time	
Austin, TX	1049	8:25p	On Time	5
Boston, MA	1006	4:45p	Boarding	8
Boston, MA	1014	6:00p	Now 8:20p	16
Boston, MA	1016	8:20p	Cancelled	9
Boston, MA	1020	9:45p	Now 11:30p	20
Buffalo, NY	10	9:10p	Cancelled	1
Buffalo, NY	112	10:35p	Cancelled	14
Burbank, CA	359	6:35p	Boarding	25
Burlington, VT	148	8:28p	Cancelled	2
Charlotte, NC	1083	4:20p	Now 7:12p	11
Charlotte, NC	1087	9:50p	Cancelled	20
Charlotte, NC	1081	7:00a	On Time	
Denver, CO	97	7:50p	Now 8:45p	20
Ft Lauderdale, FL	47	5:59p	Now 9:20p	17
Ft Lauderdale, FL	11	8:45p	Cancelled	6
FT Myers, FL	137	7:20p	Now 10:00p	25
FT Myers, FL	135	6:30a	On Time	
Houston/Hobby, TX	629	8:45p	Cancelled	8
Jacksonville, FL	619	8:40p	Cancelled	25
Los Angeles, CA	477	7:55p	On Time	24
Los Angeles, CA	475	7:05a	On Time	
Nassau, BA	719	7:00a	On Time	
New Orleans, LA	115	8:55p	Cancelled	19
New Orleans, LA	117	6:55a	On Time	
Oakland, CA	91	3:55p	Boarding	21
Oakland, CA	95	7:29p	Now 7:59p	14
Orlando, FL	155	7:05p	Cancelled	12
Orlando, FL	1695	6:30a	On Time	
Phoenix, AZ	179	8:05p	On Time	10
Ponce, PR	739	11:59p	On Time	2
Portland, ME	608	10:35p	On Time	26
Portland, OR	165	7:50p	Now 8:20p	1
Puerto Plata, DR	811	7:00a	On Time	
Raleigh-Durham, NC	1107	4:30p	Now 7:45p	12
Raleigh-Durham, NC	1109	9:50p	Cancelled	23



Taylor Swift, Singer

BRENT ADAMS



BRENT & ADAMS PERSONAL INJURY LAWYERS
ASSOCIATES 910-892-8177



Brent Adams hits a home run

My goal was to review Brent's content. After setting up all the equipment we started. Every attorney is nervous when we start. It's unfamiliar. It's awkward. It doesn't feel right. By the third video, most attorneys get the hang of it and their delivery gets better and better with each video. It's just like anything else whether you are taking depositions, going to trial or driving a car- the more you do, the better you get.

By the time we broke for lunch, Brent had created 25 videos. He was a machine cranking out videos. When we returned back from lunch (I also shot some video during lunch at the restaurant) Brent pumped out another 15 videos. After we finished, Harry showed Brent how to use the equipment we just used to shoot all his video today. We left the video camera, the microphone and the soft-box lights for Brent to use any time he gets a new idea. We then packed up our gear and Brent drove us to the airport an hour away.

Most attorneys don't recognize the value of an hour conversation with someone who uses video to market their practice. Brent had a chance to pick my brain not just about video marketing, but different ways to market a legal practice that I think gave him

information overload. You can't get that kind of information with any other video production company. Anywhere. I had



a fun time in North Carolina with Brent and his wife Susan and Harry, my production manager. I'm glad I had an opportunity to help him create educational messages that will help him stand out from the crowd. That's what it's all about.

An interesting story: A man was taking a flight home after a Glazer-Kennedy conference and ran into Bill Glazer at the airport. This guy asked Bill if he could sit next to him in first class and pick his brain the entire flight. Despite being exhausted, Bill said yes. The member told Bill he'd gladly pay him for the time they were chatting and immediately wrote him a check for \$2,000 or \$2,500 (I don't remember which one). Bill, being the savvy business guy he is, accepted the check. That conversation changed this guy's life.

Here's the take-home message-If you value someone's opinion and knowledge, how much would you pay to talk to them one-on-one for an hour?

If that conversation will alter your business and change the way you market yourself, is it worthwhile to spend "X" dollars now for the chance to generate "Y" dollars later? I know I would. Wouldn't you?

THE TOTAL ONLINE VIDEO SOLUTION 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 Solution. 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: 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



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

- You'll learn how many videos I've created in the last six months to market my own practice
- You'll learn why viewers call me instead of my competitors, who spend millions on advertising online.

Pick up the phone and call me now!

LAWYERS VIDEO STUDIO

25 Great Neck Rd., Ste. 4

Great Neck, NY 11021

516-487-8207

Gerry@lawyersvideostudio.com