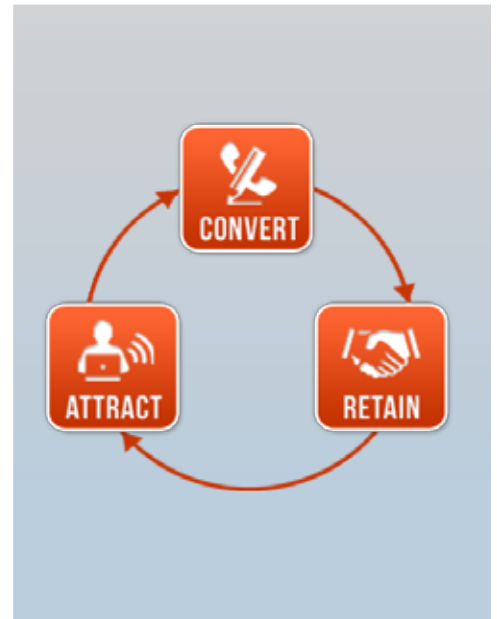


# THE **8** BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO

(THAT COST THEM THE BEST CASES AND CLIENTS!)



BY TOM FOSTER



FOSTER WEB MARKETING

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# INTRODUCTION

## The 8 Biggest Mistakes Lawyers Make With Video

*(That Costs Them the Best Cases and Clients!)*

Avoid these very common (and stupid) mistakes and you will be quickly getting those cases and clients that you previously thought were unattainable!

### Why Are Lawyers So Slow to Change and Responding to Market Trends?

I don't understand it, some of the smartest and most intelligent people I know are lawyers, but so many of these very smart people are so stuck in their ways they simply will not do what they need to do to succeed.

True, video marketing seems like just another thing you have to do, BUT of all the things you need to do to succeed with your marketing these days, video is probably the one thing that provides the best long-term return on investment. It's not that earth-shattering to people that there is video on a website. Consumers expect to see it.

Many of you can put this guide to action and improve your video marketing overnight! Many more of you simply don't have the time, as you are busy practicing law like you should be, you just need to find the right video production team to work with.

Just like practicing law, there's more complexity to getting an insurance company to pay up

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO

than most people know and that is the same case for creating videos that consistently get you the kinds of cases and clients you are looking for. There is a process, a science to producing and publishing video that nets you the best clients and cases.

Don't just take my word for it; listen to the search marketing experts out there. Video is known as the "long tail keyword killer" because of how well optimized YouTube videos rank for specific search phrases. Take advantage of the fact that Google loves video content (they bought YouTube years ago for a reason...) and create strategic, niched, unique videos to spread the word about your firm.

I want you to learn from the mistakes that countless other lawyers have made with video. After all, if you execute the same playbook as the guy or gal down the street, you'll probably throw up your hands and exclaim "video doesn't work," when you never did it right in the first place!



Tom Foster

*Here are some of the biggest mistakes  
I see lawyers make all the time →*

# MISTAKE #1

## They think “making a video” is a one-time event.

### What I Mean...

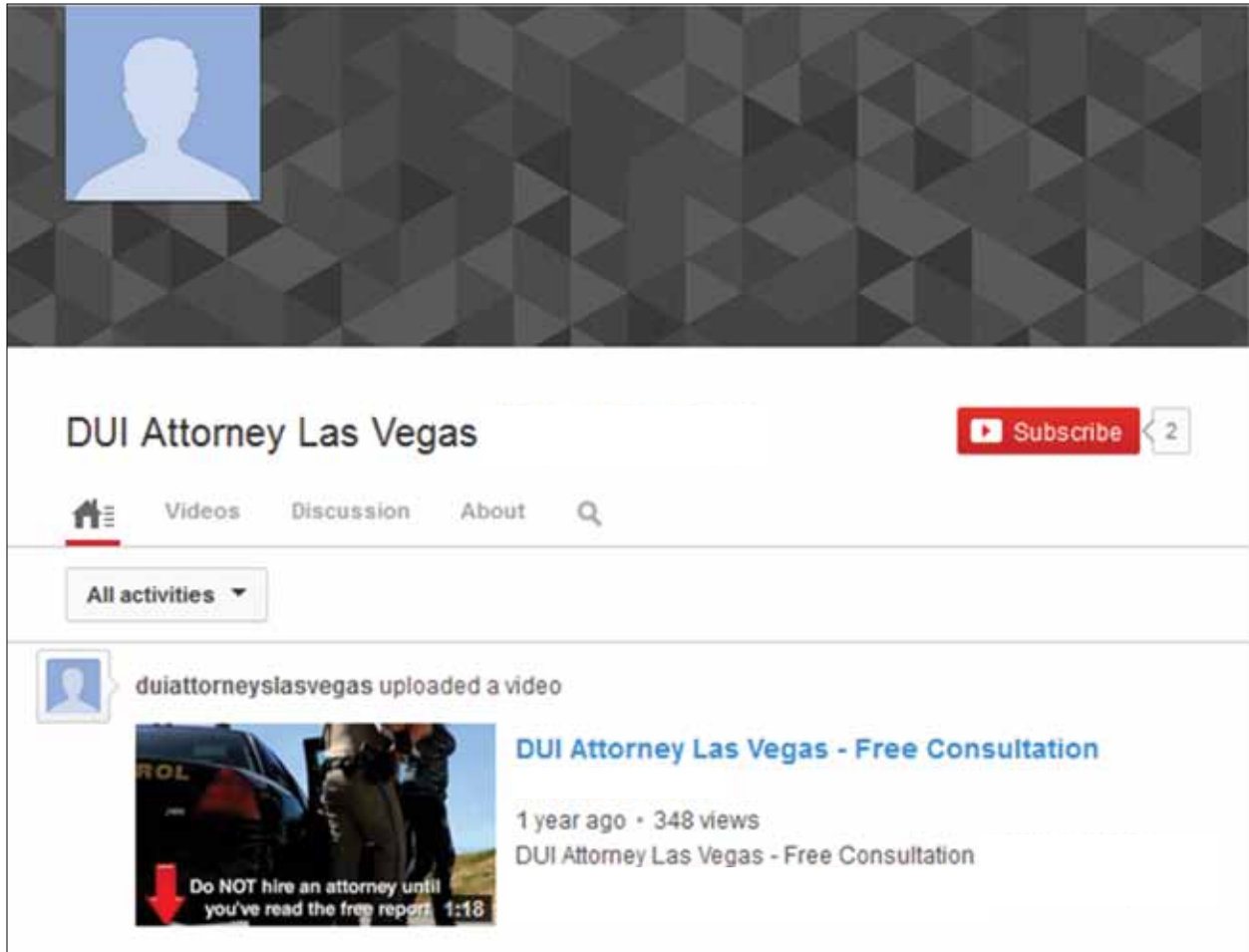
If you’ve never made a video before or have limited experience on camera, making videos for your firm probably seems like a pretty big deal, and it isn’t cheap. The expense and novelty of creating videos often make lawyers invest in a one-time video shoot, where they try to get the most bang for their buck by making as few generic videos as they can so they can reuse them over and over. These cliché “stuff it all in there” videos are the attorney’s attempt to do the very least possible to get by.

To save time and money firms will also invest in a single video and “spin” it by releasing it over and over with different titles. They do this because they think they can capture the attention of people and search engines in different geographic locations. Do you think this works? About as well as writing a single piece of generic content and putting it up on your website 10 times with different titles!

### Why This is a Mistake...

Video is content. What is the first rule of content? It needs to be ORIGINAL. Do you go to other websites and copy content verbatim and slap it up on your website? Of course

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO



**One video and multiple pictures do not make you an expert. Have multiple videos on all your content themes.**

not. Video is the same thing. You can't make a handful of videos and claim you've "tried video." Just like content for your website, you need fresh, compelling, niched videos to feed Google and capture search traffic for a wide variety of keywords.

Start thinking about the people out there searching for a lawyer – or people who aren't even sure if they need a lawyer yet (which is why frequently asked question type videos do so well). Are your generic, one-time videos from a year ago going to make them think "Wow, this lawyer really knows her stuff!" or "He really gets what I'm going through!"

## Have You or a Loved One been Injured in an Accident? Get Tips Instantly by Watching our Videos

Have a question? We probably have answered it in one of our many informative videos below.

### Car Accident Cases:



Loss of Aggie Football Player in Rollover Accident a Tragedy



Do I Need Uninsured Motorist Coverage in Texas?



The Truth About Preferred Collision Repair Shops



Can I File a Lawsuit if I Was Hit by a Drunk Driver, But I Don't Have Car Insurance?



Can I File a Lawsuit if No Citations Were Given after My Accident?



Minimum Insurance Limits in Auto Accident Policies



Best Car Accident Lawyer For Your Case?



Why So Many Auto Insurance Adjusters?



Police Report Matter in Car Accident Claim?



Partly At Fault For Car Accident? You May Still Have A Case



Getting medical bills paid by insurance after a Houston car accident



Houston Car Accident - Will the insurance company be fair?



Houston Car Accident? - The number one mistake you can make



Do Not Sign Any Papers After A Car Accident



The Goal Of Auto Insurance Adjusters After A Car Accident



Don't Sign Anything After A Car Accident

### Jones Act & Offshore Injury:



Hercules Offshore Drilling Rig Blowout A Reminder of Dangers of Drilling Offshore



Jones Act Explained By Attorney Beckcom



The Jones Act and company tricks revealed



Why you need a lawyer for a Jones Act case



Multiple videos allow you to talk about many different topics. You can be an expert on each of your practice areas and still have a get-to-know you video.

### The Right Way to Do It...

So you want to start producing videos on a regular basis. How do you get started? It is easier than you think. Here are a few options for lawyers who want to harness the power of online videos:

- 1 Do it yourself.** You can learn how to shoot videos yourself, or train somebody in your firm to shoot them. Get training and setup help from somebody who really knows what he/she is doing and before you know it you'll be reaping the benefits.
- 2 Get somebody else to do it for you.** Don't have the time or inclination to take on video by yourself? No surprise, many lawyers find that it isn't as easy as they thought it would be. There are plenty of video production companies out there who can help you. Just make sure you work out an ongoing syndication deal so you don't fall into the one-time video shoot trap.
- 3 The hybrid approach.** This is a great option that gives you the ability to shoot videos on a regular basis in the comfort of your office AND get professional production and syndication. This is a popular service we offer, and you can likely find other video production companies willing to do the same thing. Just make sure you work with a company that has professional writers who know how to optimize video content!



**Find a company to build a studio for you in your office. While this option has the greatest up-front expense, you'll reap the benefits by using only professional-grade equipment. The right lighting, sound equipment and editing software can make a huge difference in the ease of creation and quality of your videos. You are more likely to consistently turn out high-quality, timely videos if you have an easy-to-use studio space!**

Making videos each month can seem daunting at first, but it truly is one of the freshest and best ways to get information out there about your firm.

## MISTAKE #2

**They talk about themselves and what great lawyers they are.**



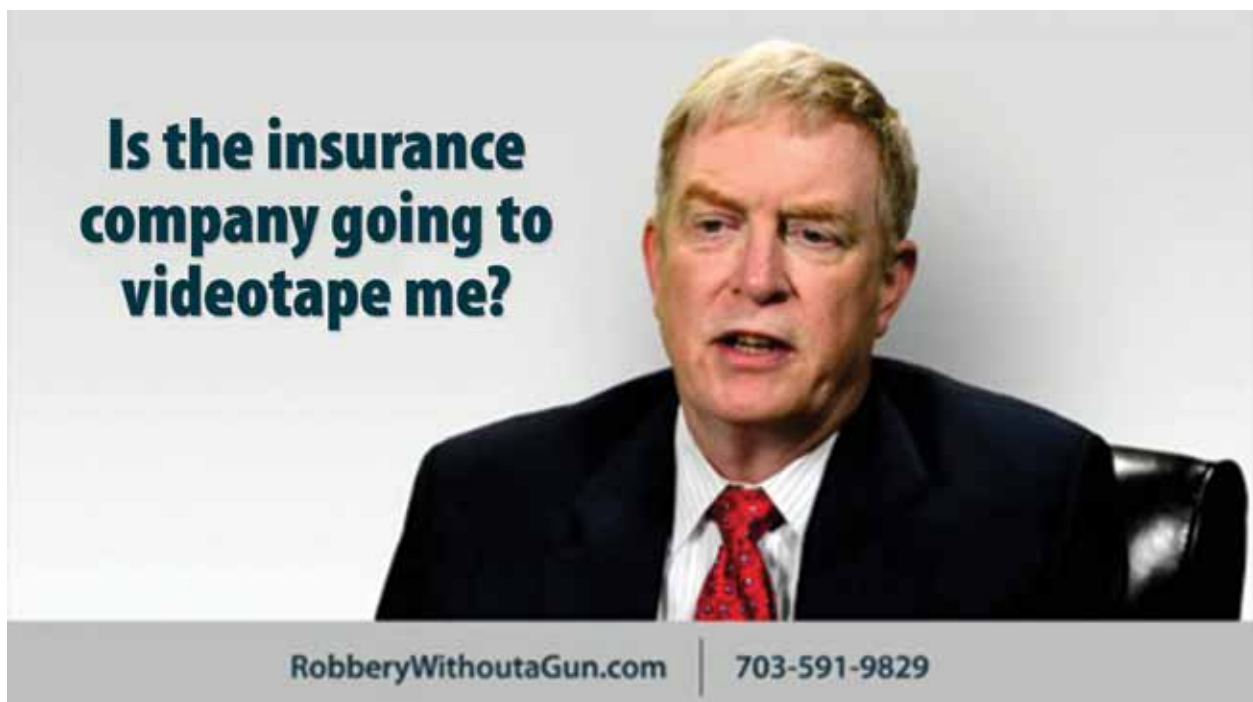
**Just go on and on about yourself in the webcam, man.**

### What I Mean...

If you watch videos from a lawyer new to video you'll usually see him talking to his webcam and going on and on about how great he is and all the things he does. Yawn! Sometimes this is pure ego, other times lawyers genuinely seem to think that this will impress a potential client. How often has that worked for you on a first date? Have you ever sat with someone who would not shut up about themselves and seemingly did not care about anything you had to say? Guess what, that's what your narcissistic videos will do! They will alienate your audience.

### Why this is a Mistake...

Why would you spend all that money on video production only to yammer on and on about yourself? You're not going to convince clients to hire you by sounding like every other egotistical attorney out there.



**Give knowledge that will help your clients. Here Ben Glass discusses insurance company tactics that consumers should know.**

## The Right Way to Do It...

Your first instinct when planning a video shoot or syndication package may be to highlight your accomplishments because you are trying to convince clients to hire you. Don't fall into this common trap. Step back and think about your clients. What do they say when they call your office? What are they worried about? You know your clients and you know what they're up against. Take the questions they ask you and turn them into video content. Take the things you see happen to them in settlements or the courtroom and talk about it on video. Keep a notepad in your desk and carry it with you to jot down interesting questions from your clients or things you experience while working on their cases.

You have a wealth of video content based on your day-to-day experiences. That's how you convince clients that you're great – not by saying it outright, but by sharing your knowledge on video.



**Get a skilled SEO strategist to help you create a list of video topics. Just like written content, videos benefit from keyword research, search volume analysis and a review of ranking data.**

# MISTAKE #3

# They are BORING.



Is there anything more boring than a video of a picture of books?

## What I Mean...

The next video sin after bragging about yourself is to be an absolute bore on camera. You say the same things as every other guy, or you drone on and on in technical lawyer-speak.

Some classic lines we hear way too much include:

- *"We care"*
- *"We fight for you!"*
- *"We win"*
- *"No fee"*
- *"Free consultation"*

Notice anything about these sayings? That's right, EVERYBODY SAYS THEM!

What about these words: personal injury, contributory negligence, premises liability, wrongful death? These are examples of lawyer words. If you're trying to capture the attention of somebody who has never hired a lawyer, use language that your clients will understand.



**Show your easygoing side. Viewers will relate to simple things like games at the office!**

### Why this is a Mistake...

Remember, clients are watching your videos to get to know you. They want to see what you are like as a lawyer and as a person. They often want to hire somebody they like, or somebody they trust to get the job done. Sounding like a clone of the Average Lawyer or confusing clients with words and phrases they just don't understand will have your video viewers going back to the search engine to find an attorney they can relate to.

### The Right Way to Do It...

Win them over by using language your clients will understand, don't fall into the trap of "we fight for your rights" type clichés, and be interesting. Nobody is going to watch a 10 minute video on the intricacies of (insert lawyer nerd term here) – except maybe other lawyers.



**Hire a professional copywriter to help you with scripts or topic outlines until you get used to talking without using well-worn clichés or confusing legal terminology.**

# MISTAKE #4.

## They don't add videos to their website.



No video, but people love gavels, courthouses and scales of justice.

### What I Mean...

Just because lawyers spend money on creating videos doesn't mean they use them the right way. Adding video to your website is about more than embedding a video on a page of your website. It is about integrating video into every aspect of your web marketing and web presence from your website, to your social media to your email campaigns.

### Why this is a Mistake...

What have I told you about video so far: Google loves video content, clients get to know and like you with video, video is the "long tail keyword killer" and video is the most innovative form of content. Why on EARTH would you not use this powerful tool right on your own website?

### The Right Way to Do It...

If you're going to put videos on your website, do it the right way. Don't embed three YouTube videos on one of your blog posts and then tell me you tried video and it does not work!

- 1 Place videos prominently on the page** – and make them a good size (the smallest video player on our sites is 540x260). Nobody wants to watch a tiny little video stuck down in the sidebar!
- 2 Make video part of your website's content plan**, and schedule them out each month.
- 3 Make sure the video you add to a page matches the content on the page.** Does this sound like dumb advice? Well, you'd be surprised at how often I see attorneys try to get extra mileage from a video by adding it to as many pages as possible – even if it doesn't really make sense on the page! Give website visitors a great experience by matching your videos perfectly with the content.

**4 Use videos to make pages on your website with a high bounce rate more compelling.** (What is a bounce rate? It is a metric that shows how often visitors are entering a page on your website and leaving from that page without doing anything else on your website)

**5 Ensure you're adding videos to your website that play on ALL different devices** – laptops, tablets, mobile phones, etc. Remember, iPads and iPhones don't play Flash files! You'd be surprised at how many attorney videos either don't play on all devices or just look plain bad.



You should have a video for every practice area and any content you add.

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO

**6 Watch out for embed codes!** If you are relying on embed codes because your website doesn't have a video module where you can upload and optimize your videos, test the embed codes on a regular basis to make sure they are working. Also, play the video to the end and see what happens. Some embed codes from popular video sites display ads or videos from your competitors when your video is done playing!

**7 Load a custom video thumbnail and splash screen.** The video thumbnail or splash screen is often the first thing people see when they visit a page on your website. If the default image is of you with your eyes half-closed and your mouth open in mid-sentence, you may turn off potential viewers. Make sure that the thumbnail or splash image compels them to watch!



**Have your website developer add video schema code to pages on your website with video. If you have video schema, Google may show a thumbnail of your video right in the search results! This can DRAMATICALLY increase click-through rates to your website. (If you are a FWM client, you don't need to do anything. DSS™ adds video schema automatically!)**

## MISTAKE #5

# They don't optimize videos like they don't optimize their content.

### What I Mean...

Lawyers who optimize their own videos often fall into one of two camps:

- **No optimization.** These lawyers write a title and description of their video without regard for keywords, geographic location or call to action. They put videos out with generic titles, and then complain that video does not work. That's because the search engines won't display your video in the search results with that generic content you wrote for it!
- **Over optimization.** Many lawyers have a list of keywords that they stuff into every nook and cranny of their website. The page title, the page headline, the meta description, the body copy, the keyword field, link title attributes, alt tags – boy, you can really jam a lot of keywords onto one page if you really try!

### Why this is a Mistake...

I don't know why it is so hard to find a middle ground, but optimization is a real problem for a lot of lawyers. No matter how great your video, if you're committing

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO



**There is no description of the video. You can not tell if he is making a point or if he is talking about himself.**

one of these two sins it either won't get found at all by the search engines or it will be penalized for being over-optimized. Either way, you're wasting money unless you take the time to learn how to optimize videos properly – or find somebody skilled to do it for you.

### The Right Way to Do It...

Remember, video is just like content so many of the same optimization rules apply:

- 1 **Write an ACCURATE and COMPELLING title and description.** This is harder than it seems. Many times I see titles or descriptions that look like the lawyer took a keyword list and tried to fit as many keywords in as possible without regard



Not only does this description tell you what the video is about, he also put a link to his website to provide more information.

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO

to readability. Remember, the title and description are what people see before they click play on your video. If this content is vague or spammy, you'll turn off potential viewers. Or, if your title is inaccurate or misleading, you won't get the right kind of people to view your video.

### ***2 Include your geo-location in the page title, description and keywords.***

The written optimization for your video is like bait – you need to put out the right bait to catch the right web visitors. Without your geo-location, how is anybody supposed to know that you can help visitors from your target area?



**Reference your website domain name in the video description if you are putting your video on YouTube or another video sharing site. You want to make it as easy as possible for people to visit your website and learn more about you if they like what they see in your video.**

# MISTAKE #6

## They still don't have a YouTube account!

**Contact Information:**

Rosemary & Dunn  
442 West Center Drive  
Suite 110  
P.O. Box 5813  
Berry, Virginia 22456  
USA

 Phone: (703) 555-9475  
 Fax: (703) 555-9470  
 Website:  
[www.RosemaryDunnLaw.com](http://www.RosemaryDunnLaw.com)  
 Email: [info@rosemarydunnlaw.com](mailto:info@rosemarydunnlaw.com)



No links to YouTube... or any social media links.

### What I Mean...

I can't believe I'm still saying this, but you NEED a YouTube account for your law firm!

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO



**This YouTube account is filled with multiple video uploads.**

### Why this is a Mistake...

Google owns YouTube. Google likes video. YouTube is the #2 search engine in the U.S. Your potential clients are looking for information on YouTube. YouTube videos rank well in search results. Need I go on?

### The Right Way to Do It...

Now that you are FINALLY going to get a YouTube channel – or if you have one

already – make sure you do it right:

**1 Set up a YouTube account under your business Gmail account.** You don't want your firm's YouTube account tied to your personal Gmail or to the personal Gmail of your intern or that marketing dude you hired last week.

**2 Create a channel with a professional name that reflects your brand.**  
Don't keyword stuff here!

**3 Optimize your YouTube channel.** Make sure the information displayed on your channel accurately describes your firm. Keep this information up to date.

**4 Customize your YouTube design.** You can hire a professional to really jazz up your YouTube channel and brand it for your firm. This will help you look like a pro next to those other law firms with lame, generic channels.



You can create video series/sequences, so that when people view one of your videos YouTube shows them the next video in the series you created. This is an easy way to keep them watching your videos!

# MISTAKE #7

**They think they are video design and production stars instead of lawyers.**



**Lawyers rapping might be entertaining... but you are here to win cases not a Grammy.**

## What I Mean...

Let's face it, playing around with video design and production software can be a lot of fun. More fun than writing depositions or filing briefs. However, just because you like it doesn't mean you're good at it. Unless you are truly skilled with video design and production, this part should be left to the pros.

## Why this is a Mistake...

There is no faster way to flush your video investment down the toilet and waste a heck of a lot of time than by making a cheesy design or by using amateur video editing tools. The design for your video is part of your marketing – part of your firm's brand. If it looks like it was created by a high-school design student, what does that say to potential clients about your firm?

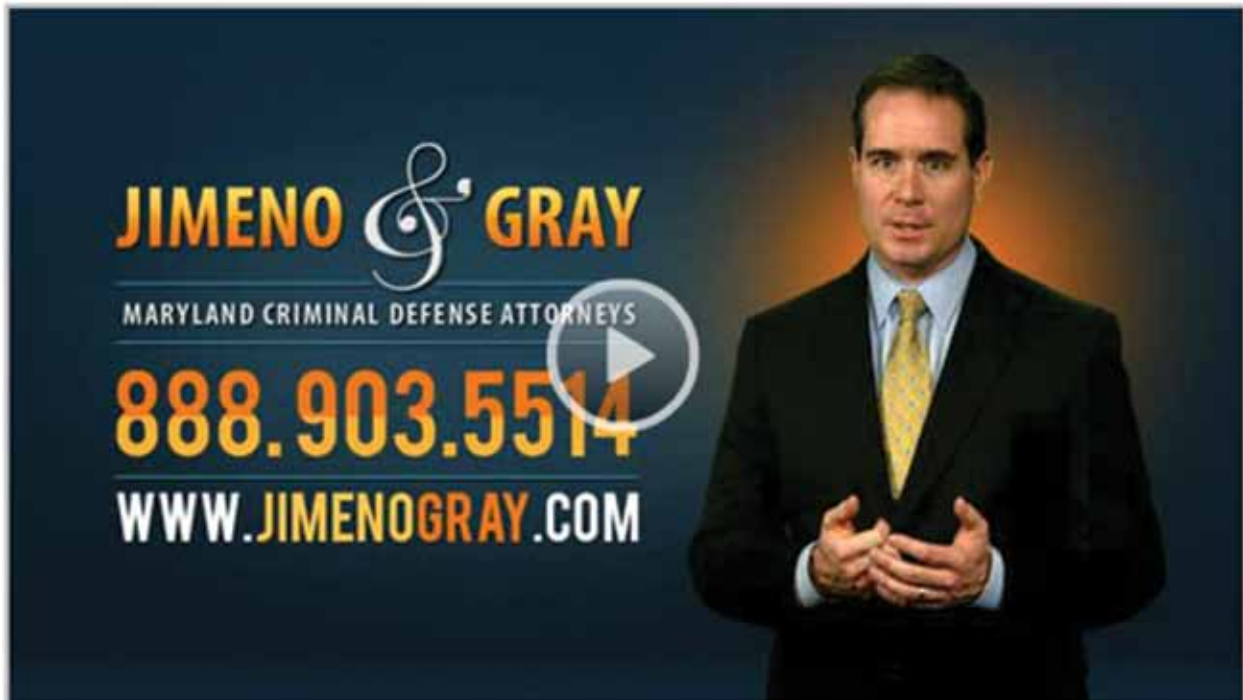
The same goes for editing and production – there are a lot of cool tools out there that let you edit your videos, but it is easy to go overboard with special effects that detract from your message and turn off viewers. Not to mention, it can be a real challenge to render the video into the right format so the final file is the right size and file type to play on the most devices.

## The Right Way to Do It...

When it comes to the technical and creative aspects of video like the overall design, editing and production, leave it to the pros or get some lessons on how to do it right. Here are some things to consider to make your videos look great:

- 1 A green screen video studio shoot is the way to go for the most professional-looking videos.** A green-screen gives you the flexibility to create a custom background that compliments your website or the site where the video will play.
- 2 Add your logo and contact information to the design.** This way no matter where your video is viewed, potential clients know how to contact you.

## THE 8 BIGGEST MISTAKES THAT LAWYERS MAKE WITH VIDEO



This video is shot on a green screen, with his logo and contact information.

- 3 Uncluttered background.** If you don't have access to a green screen, shoot your videos in a location with a simple backdrop. A cluttered office or busy street can be a distraction.
- 4 Consider lighting.** The wrong lighting can absolutely ruin a shoot. Invest in professional lights, or shoot in natural light that does not glare or wash out the scene.
- 5 Sound matters.** If you want your videos to sound good (and you do), invest in a high-quality microphone either for your desk or your lapel.

## MISTAKE #8

**They have a face  
for radio or a voice  
that curdles milk  
but insist on doing  
video anyway.**

### **What I Mean...**

We usually recommend that you star in your own videos. After all, we want potential clients to get to know you and trust you so they'll ultimately hire you. However, there are some of you out there – and you may know who you are – who just can't make a video look or sound good to save your life. You may be the nicest person in the world, but on camera you look like a crazed drunk or you get so nervous that you stutter and stumble over your words to the point that nobody can understand you.

### **Why this is a Mistake...**

Nobody is going to hire you based on your videos if you look like a creep or weirdo on camera, or if you are difficult to understand. If you think people are



**If you feel like you need a bag over your head, consider hiring a spokesmodel.**

being turned off by your videos, or if you just aren't articulate enough, you have options.

### The Right Way To Do It...

Here are a few ways to harness the power of video if you can't star in the video yourself:

- 1 Spokesmodels.** This is probably the easiest option. Hire a spokesmodel to speak for you. You can pick someone whose physical presence and delivery reflect your firm's personality, and have her shoot a series of videos for you.



Here is one of Foster Web Marketing's very own spokesmodels.

Spokesmodels usually read from a script, which gives you an opportunity to perfectly tailor your message.

**2 Coaching.** Many people just aren't naturals on camera. If you're determined to star in your own videos, look into coaching. This includes advice on wardrobe, makeup, tone, voice projection and message.

**3 Voiceovers.** If you have a great voice but just don't look good on camera, you may be able to narrate a professionally produced video that uses images and text to convey your message.

Now that you know better than 99% of other lawyers out there, I want you to take what you've learned and create some awesome video content. No more excuses, and no more cries of "I tried it but it doesn't work!"

NEXT STEPS

# Foster Web Marketing Video Services

**If you're ready to turn your video marketing over to the pros, we offer a variety of video services for every budget and need:**

- 1** Custom video shoots in our 1,000 foot green screen studio
- 2** Production/optimization/syndication for videos you shoot in our studio
- 3** On-site video packages
- 4** One-time or ongoing video syndication plans
- 5** On-site video studio set-up and training
- 6** Professional spokesmodels for quick message delivery and turnaround
- 7** Editing and production services for videos shot outside of our studio

# VIDEO MARKETING

## About Foster Web Marketing

Foster Web Marketing offers a turnkey web marketing solution for attorneys. Besides helping lawyers succeed with video, Foster Web Marketing provides web design, content writing, white hat SEO, link building, mobile sites and apps, social media, book writing, live chat, and call tracking for lawyers all across the United States and Canada.

# TOM FOSTER

## About the Author



Tom Foster is the man behind it all. He is the founder and owner of Foster Web Marketing, not to mention the creator of DSS (Dynamic Self-Syndication), a powerful and highly effective online application that allows clients to update every aspect of their websites.

Tom is a nationally recognized author and Internet marketing expert. He is the author of *Twitter for Attorneys*, *The 5 Biggest Mistakes 99% of Lawyers Make With Their Websites* and *How Smart Lawyers are Using Video on the Web to Get More Cases Without Breaking the Bank*, as well as the co-author of the best

selling book, *Shift Happens: America's Premier Experts Reveal Their Biggest Secrets to Help You Thrive in the New Economy*. Tom has been featured on numerous television stations, including affiliates of CBS, NBC, ABC and FOX.

Tom entered the world of technology initially to focus on sales and marketing in 1991 after serving a six-year tour in the Marines. The USMC is where he learned his initial technology skills while being stationed in Top Secret Military Communications Centers around the world. After dedicated service to his country, Tom's goal was to break into an industry with big growth potential. Retail software was the biggest thing going and large-scale distribution was on the horizon. Tom jumped on the opportunity and was distributing software solutions to retail chains such as Best Buy and CompUSA, where he was able to polish his business and sales skills with executives in the corporate world.

After many successful years in the software technology business, Tom wisely recognized the future of the Internet and decided to go out and start his own Web design company. Foster Web Marketing was launched and quickly gained national recognition.

Tom lives in Virginia with his wife, Charlotte, and five children, Torie, Sam, Thomas, Maddie and Luke. When he is not busy at work, helping his clients dominate their competitors online, you can often find him hanging out with his family, biking or playing guitar.

# ABOUT FOSTER WEB MARKETING

Foster Web Marketing offers a turnkey web marketing solution for attorneys. Besides helping lawyers succeed with video, Foster Web Marketing provides web design, content writing, white hat SEO, link building, mobile sites and apps, social media, book writing, live chat, and call tracking for lawyers all across the United States and Canada.



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