



The LAWYERS' VIDEO Studio

WANT TO LEARN HOW TO MARKET YOURSELF WITH VIDEO?



MAY

NEWSLETTER 516-487-8207

2010

PYRROS & SERRES LLP
ATTORNEYS AT LAW

Can I Sue My Employer Company If Injured While Working?

0:03 / 1:52

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MARC A. STRAUSS
PYRROS & SERRES LLP

0:08 / 2:48

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SMART ATTORNEYS CREATE SMART VIDEO

Custom video channels create a great way to showcase and highlight all of your videos. For each law firm, we created a custom video channel right in their own website. What's amazing is that each of the attorney videos highlight a specific issue that their clients face on an everyday basis. Want to learn the reason why? Join my coaching group at videolawyerguru.com where I explain in detail the reasons why you create video this way.

THE LAWYERS VIDEO STUDIO
GERRY@LAWYERSVIDEOSTUDIO.COM
 516-487-8207

PROPERTY DAMAGE CLAIM: DENIED!

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Property Damage Claim Denied
 From: lawmed1 | February 10, 2010 | 41 views
<http://www.oginski-law.com>

Have you ever submitted a large property damage claim to your insurance company and had them deny your claim? If you have, you're not alone. Insurance companies love to deny claims, and that's no joke. Maybe not literally, but it... (more info)

GACOVINO LAWERS ASSOCIATES
Protecting Injured Victims Throughout the U.S. 1-800-246-HURT

IN 2007-08 FDA LINKED BYETTA TO PANCREATITIS

STEVE GACOVINO'S
VIDEO CHANNEL

PYRROS & SERRES LLP
ATTORNEYS AT LAW

¿Puedo demandar por una lesión en el trabajo si no estoy en este país legalmente?

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MARKET TO YOUR TARGET
AUDIENCE

Frank Kern's dumbest mistake ever

Frank Kern is the biggest Internet marketer in the world. He is responsible for more multimillion dollar product launches in anyone. He sent an e-mail to his list with the title above. What was his mistake? Trying to do video all by himself. He describes it as a mechanic learning to do dental surgery.

He realized that he's really good at selling stuff. After buying all of the latest high-tech computers and video equipment, he had no clue how to actually make this stuff really work. His videos sucked. (His words, not mine.)

The day he realized that he should be focusing on what he does best, and hire someone else to create his video, he said made him millions of dollars, literally.

FOCUS ON WHAT YOU DO BEST. LEAVE THE TECHNICAL VIDEO STUFF TO THE VIDEO EXPERTS. LEVERAGE OUR EXPERTISE WITH YOUR KNOWLEDGE FOR THE PERFECT COMBINATION.

DO YOU REALLY WANT TO BE A VIDEOGRAPHER?

We make creating video fun, simple and easy.

Focus on practicing law and let us handle all the technical stuff that you don't need to know.

You don't want to be a video editor or a video distributor.



GERRY

HERE IS MY NEW CARICATURE. IT LOOKS REALLY FUNNY WITH MY BODY MINIATURIZED HOLDING A CANON GL2 PROFESSIONAL VIDEO CAMERA.

THE IMAGE CREATES AN INSTANT REACTION, AND GETS MOST PEOPLE TO SMILE, WHICH IS THE POINT.



RIGHT OF SUBROGATION

THIS VIDEO GOT ME A CALL FROM THE WALL STREET JOURNAL ON AN ARTICLE THEY WERE WRITING ABOUT HEALTH CARE REFORM.

NOTICE THE CURTAIN IN THE BACKGROUND? I DID THIS ONE IN MY BEDROOM.



BOWEL PERFORATION

THIS VIDEO RESULTED IN MULTIPLE WRONGFUL DEATH CASES INVOLVING FAILURE TO DIAGNOSE BOWEL PERFORATION DURING SURGERY.

ONE CASE SETTLED FOR \$395,000, THE OTHER FOR \$450,000. NOT BAD FOR ONE VIDEO, DON'T YOU THINK? COST TO PRODUCE THAT VIDEO: ONLY MY TIME.

Gerry's Total Online Video Solution For Lawyers

FEATURES

1. MASTERMIND STRATEGY SESSION WITH VIDEO LAWYER GURU, GERRY OGINSKI
2. WE CREATE A CUSTOM VIDEO CHANNEL FOR YOUR EXISTING WEBSITE
3. WE PROFESSIONALLY SHOOT EIGHT VIDEOS LASTING 2-3 MINUTES EACH
4. WE **GIVE** YOU ALL OF THE BRAND-NEW VIDEO, AUDIO AND LIGHTING EQUIPMENT WE JUST USED TO SHOOT YOUR EIGHT VIDEOS
5. WE PROFESSIONALLY EDIT AND UPLOAD EACH OF YOUR VIDEOS TO YOUR CUSTOM VIDEO CHANNEL AND VIDEO SHARING SITES
6. WE TEACH YOU HOW TO USE ALL YOUR NEW EQUIPMENT
7. EVERY MONTH, WHEN YOU WANT TO CREATE NEW VIDEO, TURN ON YOUR EQUIPMENT AND PRESS "RECORD."
8. TAKE OUT YOUR VIDEO MEMORY CARD AND SEND TO US BY PREPAID FEDEX MAILER
9. THE NEXT THING YOU KNOW, YOU GET AN E-MAIL FROM US LETTING YOU KNOW THAT I HAVE REVIEWED EACH OF YOUR NEW VIDEOS AND THAT THEY ARE CURRENTLY UP ON YOUR WEBSITE AND VIDEO SHARING SITES
10. THERE IS NO OTHER VIDEO PRODUCER IN THE COUNTRY WHO IS ALSO AN EXPERIENCED NEW YORK MEDICAL MALPRACTICE TRIAL LAWYER WHO KNOWS WHO YOUR IDEAL CLIENT IS

RESULTS

1. VIDEO MAKES THE PHONE RING
2. ONLINE VIEWERS CONVERT TO CALLERS
3. ONLINE VIEWERS SEND E-MAILS AND CALL TO THANK ME FOR PROVIDING USEFUL INFORMATION THAT NO ONE ELSE PROVIDES
4. ONLINE VIEWERS ARE STARVED FOR INFORMATION. THEY WANT TO KNOW HOW TO SOLVE THEIR LEGAL PROBLEMS.
5. PROVIDING INFORMATION TO YOUR ONLINE VIEWER IS YOUR GOAL.
6. PROVIDING EDUCATIONAL INFORMATION TO YOUR VIEWERS IS THE KEY TO GETTING THEM TO KNOW YOU, TRUST YOU AND TO PICK UP THE PHONE AND CALL YOU.
7. **THIS IS THE BEST VIDEO SOLUTION FOR ATTORNEYS ANYWHERE IN THE COUNTRY.**
8. THERE IS NO OTHER VIDEO PRODUCTION COMPANY ANYWHERE IN THE COUNTRY THAT OFFERS AS MUCH VALUE AS WE DO FOR YOUR INVESTMENT.
9. IF YOU FIND ANOTHER VIDEO PRODUCTION COMPANY THAT IS ABLE TO OFFER EVERYTHING THAT I OFFER YOU A LOWER COST, THEN I WANT YOU TO IMMEDIATELY E-MAIL OR PHONE ME BECAUSE I WANT TO HIRE THEM.

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Do you have what it takes to be a member?

Do you have what it takes to implement and create attorney video in my Total Online Video Solution? If you do, you might be the right person for my program.

In order to participate in my total online video solution for attorneys, you must apply and explain to me why I should consider you for my video program.

How do I know that you will implement and put in to action your ideas and create fresh new video each month? If you have no desire or lack the drive, imagination and urge to find new and creative ways to market yourself in an ethical fashion, then I will not accept you into my program.

I do not accept an attorney or a law firm just because they

want to pay me to get onto video.

Some attorneys may think this is arrogant of me to require you to apply to join my program. I disagree. I require that you apply in order for me to weed out those attorneys who don't understand the true value of video marketing for attorneys. This process allows me to choose only those lawyers who are willing to invest their time and energy to create great quality video that will compel a viewer to pick up the phone and call them.

Ask yourself: **“Are you my ideal client?”**

My ideal client is an attorney who wants to implement and take action. My ideal client will create fresh new video on a monthly basis. My ideal client will keep an open mind and be

open to new marketing ideas and realize that some of the best ideas come from outside of our own profession.

For those attorneys who want to get onto video but do not want to become a videographer, or a video editor, this program may be the right one for you.

Here's my question to you:

“ARE YOU THE RIGHT ONE FOR ME?”

Let me know. I want to hear from you.

Best regards,

Gerry

Founder, The Lawyers Video Studio

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