
Social Media Marketing for Lawyers Masterclass

Week 3

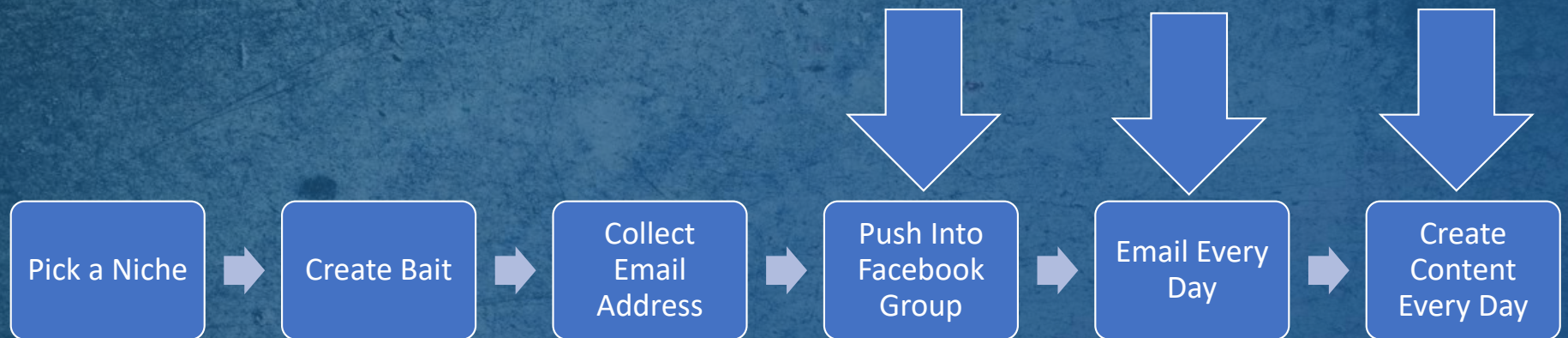
ANDREW STICKEL



RECORDING VIDEOS



GROWING YOUR COMMUNITY

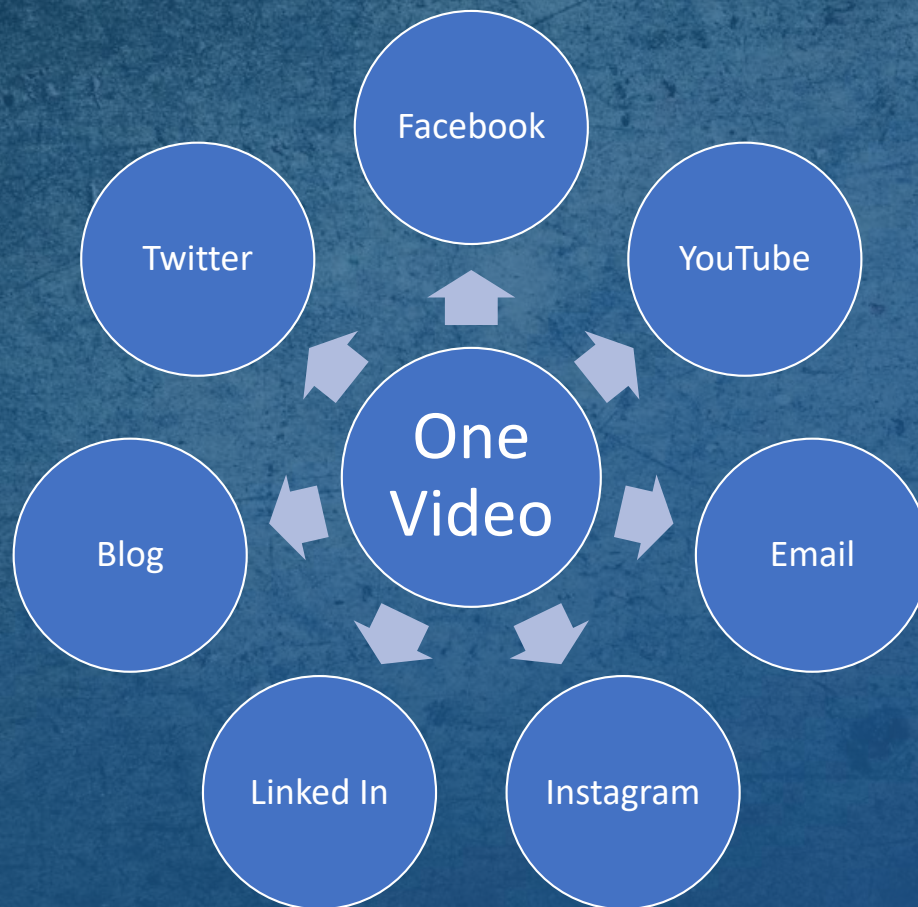


WHY VIDEO?

- Quickest Content Creation Method
- High Quality, Low Effort
- More Engaging
- Allows People to See & Hear You
- People Prefer Video
- Quickly Grow a Large Catalog



SYNDICATION



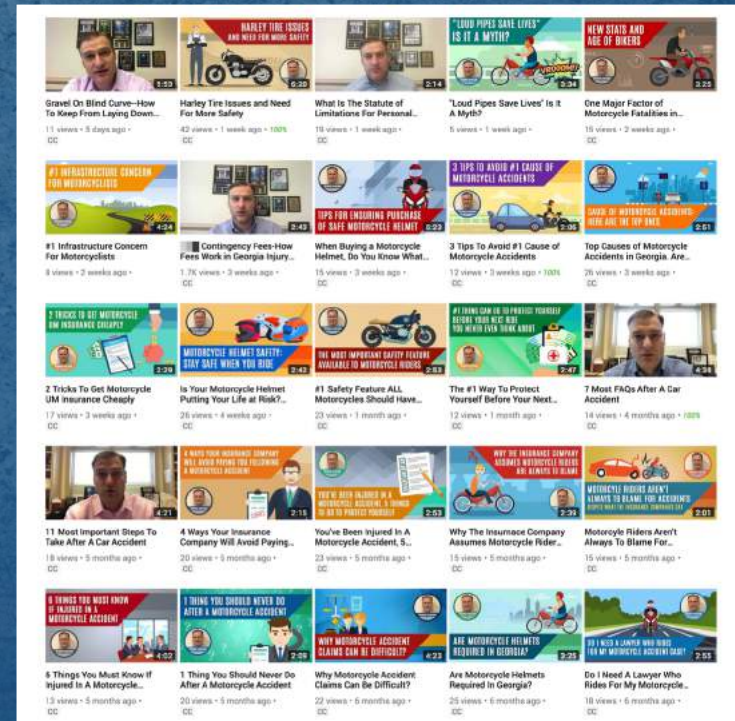
QUOTE CARDS



- Step 1: Go Through Your Videos
- Step 2: Take Screenshots
- Step 3: Note Important Quotes or Lines
- Step 4: Add Quote to Screenshot (Canva)



10 MINUTES PER DAY



THE ATTRACTIVE CHARACTER

- **Backstory**
 - *What Drives You? How Does Your Audience Relate To You?*
- **Parables or Stories**
 - *People Relate to Stories Better Than Facts and Figures*
- **Character Flaws (This Makes Life Easy)**
 - *People Can't Relate to Perfect People*
- **Polarity**
 - *It's Okay if Not Everyone Likes You*
- **Future Based Cause/Us Verses Them**
 - *Where Are You Going? Who/What Are You Fighting?*



FUTURE BASED CAUSES

- 2016
 - **Trump:** *Make America Great Again*
 - **Clinton:** *I'm With Her*
- 2008
 - **Obama:** *Hope & Change*
 - **McCain:** *Country First*
- 2004*
 - **Bush:** *Yes, America Can*
 - **Kerry:** *Let America Be America Again*
- 2000*
 - **Bush:** *Real Plans for Real People*
 - **Gore:** *Prosperity and Progress*
- 1996
 - **Clinton:** *Building a Bridge to the 21st Century*
 - **Dole:** *The Better Man for A Better America*
- 1992
 - **Clinton:** *Don't Stop Thinking About Tomorrow*
 - **Bush:** *Kinder, Gentler Nation*



US VS. THEM

- Sports Teams
- Political Parties
- Creates a Rallying Effect
- Creates Outrage (Emotion)
- Solidifies You As The Leader of The Movement



US VS. THEM EXAMPLES

- **Personal Injury (Motorcycle Riders Group)**
 - Against: Bad Motorists; Insurance Companies
 - Future Based Causes: Laws Protecting Riders; Better Coverage; Treat Riders Equally
- **Mass Tort (Invokana Group)**
 - Against: Drug Manufacturers; Over-Prescribing Doctors
 - Future Based Causes: Holding Manufacturers Accountable; Changing Prescription Laws
- **Family Law**
 - Against: Unfair Child Support Laws; Ex-Spouse
 - Future Based Causes: Laws Protecting Riders; Better Coverage
- **Criminal Defense**
 - Against: "The System"; Drug Manufactures For Causing Addiction; Police; Courts; "Snowflakes"
 - Future Based Causes: Change Laws; Rehab Instead of Jail; DUI Checkpoints Unconstitutional; Protect the 2nd Amendment



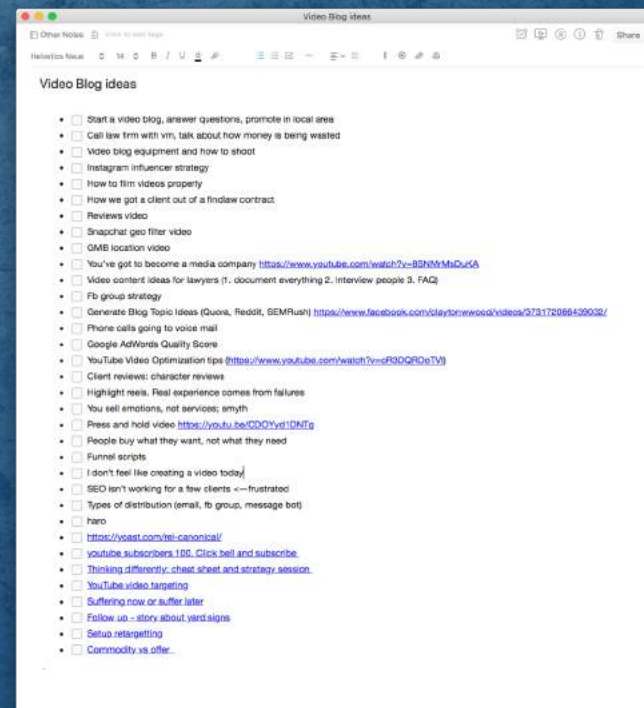
US VS. THEM EXAMPLES

- **Intellectual Property**
 - Against: Patent Trolls
 - Future Based Causes: Laws Protecting Property Owners
- **Bankruptcy**
 - Against: Bill Collectors; Creditors
 - Future Based Causes: Making It Easier to Pay Off Debts
- **Immigration**
 - Against: Government; Political Parties; ICE
 - Future Based Causes: More Lenient Immigration Laws; Fair Trials; Fair Better Treatment of Immigrants
- **Employment Lawyers**
 - Against: Employers; “Office Boys Club”
 - Future Based Causes: Better Protection for Employees



VIDEO TOPICS

- **Create a Video Topic List**
 - Look At All Website Practice Areas
 - Look at Blog Posts
 - Note Every FAQ
 - Note Every Story
 - *Your Client*
 - *Other Attorney's Clients*
- **Everyday, Pick a Topic**
 - Moment of Inspiration
 - Ideal From List



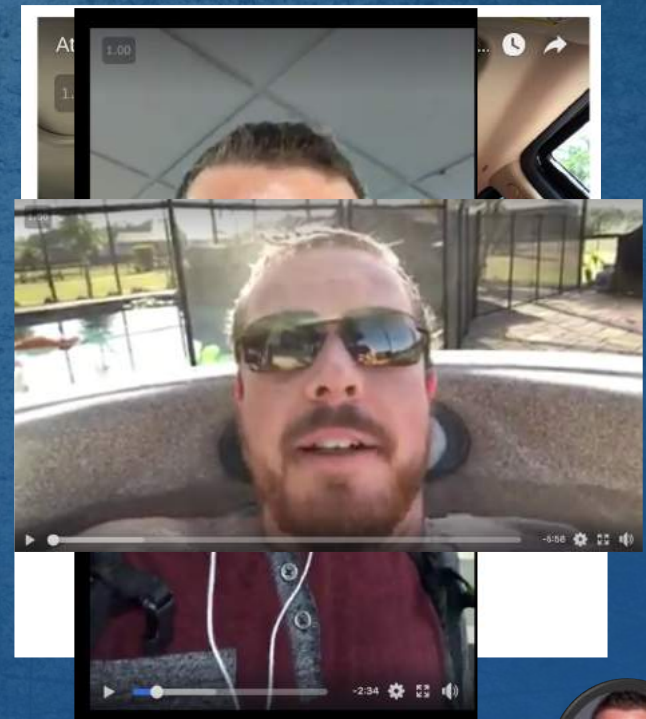
VIDEO TIPS

- **Don't Obsess Over Making Videos Perfect**
 - *Character Flaws Allow People to Relate to You*
- **Focus on High-Value Content**
- **DO NOT PITCH OR SELL!**
 - *"Questions? Shoot me an email"*
- **Remember, You're *Not* Talking to Lawyers**
- **Keep Videos Short: 2-5 Minutes**
- **Use a Tripod & Lavalier Microphone**
 - *(Cheap on Amazon)*
- **Hold The Phone Sideways, Not Up and Down**
- **"Done is Better Than Perfect"**



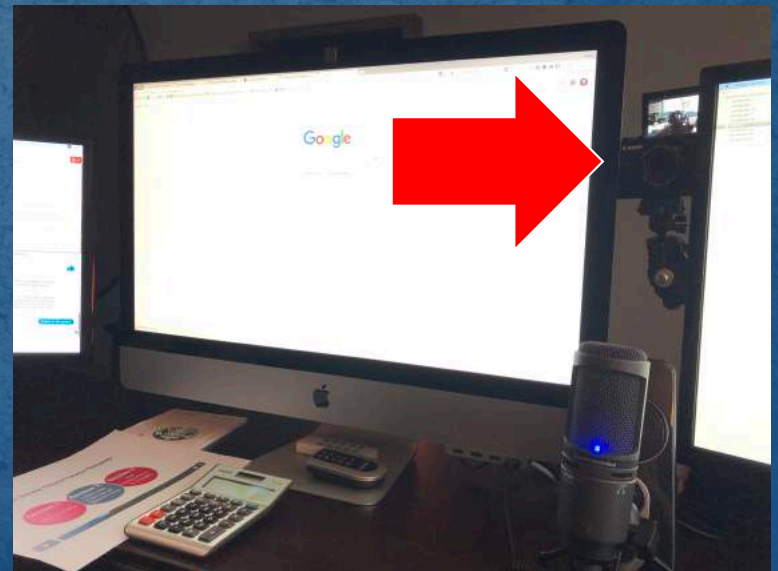
WHEN TO FILM?

- **Filming Should Only Take 10 Minutes**
- **Film at a Time That Is Convenient**
 - *That's Why Using Phone is Important*
- **No Time At the Office?**
 - *Film in the Car (Just Be Safe About It!)*
 - *Film at The Airport*
 - *Film in a Hot Tub*



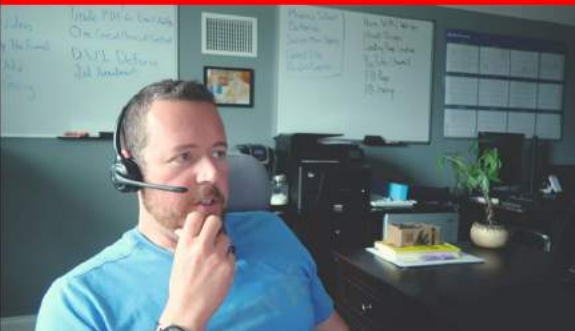
MY LATEST CONTENT CREATION METHOD

- Sensitive Client Information is Not Captured
- Only Capture My Audio
- Nothing Identifiable
- Send to Editor to Chop & Create Videos
- Camera Used: Canon G7X



MY LATEST CONTENT CREATION METHOD

3 TYPES OF TRAFFIC AND WHAT YOU NEED TO DO ABOUT THEM



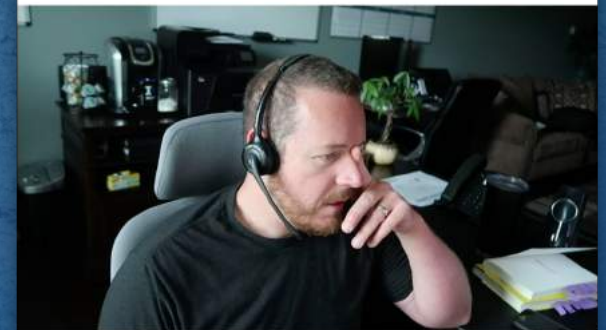
THERE'S THREE TYPES OF TRAFFIC. EVERYTHING THAT WE'RE DEALING WITH IS

HOW TO HAVE AN EXTREMELY LOW EMAIL LIST UNSUBSCRIBE RATE?



I HAVE AN EXTREMELY LOW UNSUBSCRIBE RATE, AND THE REASON IS BECAUSE EVERY

HERE'S WHY VALUE IS THE KEY TO SUCCESS WITH SOCIAL MEDIA



HERE'S ONE PROBLEM WITH EVERY SINGLE OF HIS POSTS, HE DOESN'T TELL YOU THE



WHAT EQUIPMENT DO YOU NEED?

- iPhone or Android
- Decent Lighting
 - *Natural Lighting is Fine*
- Tripod
- Microphone for Phone



HOW TO FILM VIDEO

- Step by Step Video in Members Area

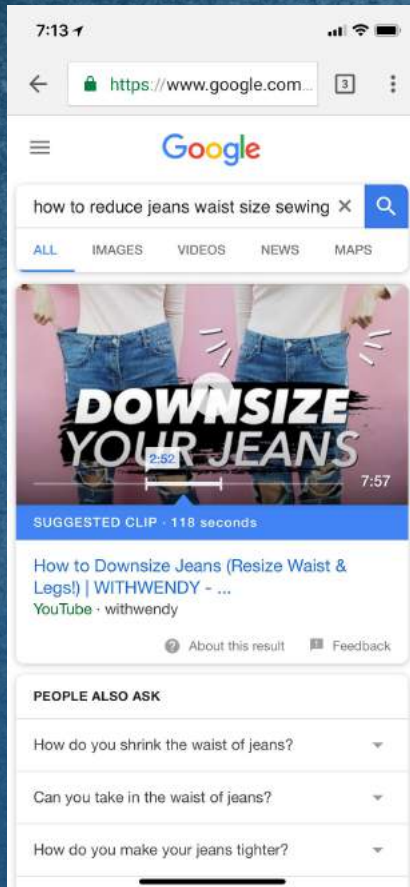


AFTER YOU FILM YOUR VIDEO

- Trim The Video or Send to Editor (Optional)
- Post to Facebook Group
- Upload to YouTube
- Order Transcripts & SRT File From Rev.com
 - *Transcripts are Used to Create Blog Post*
 - *SRT File = Captions*

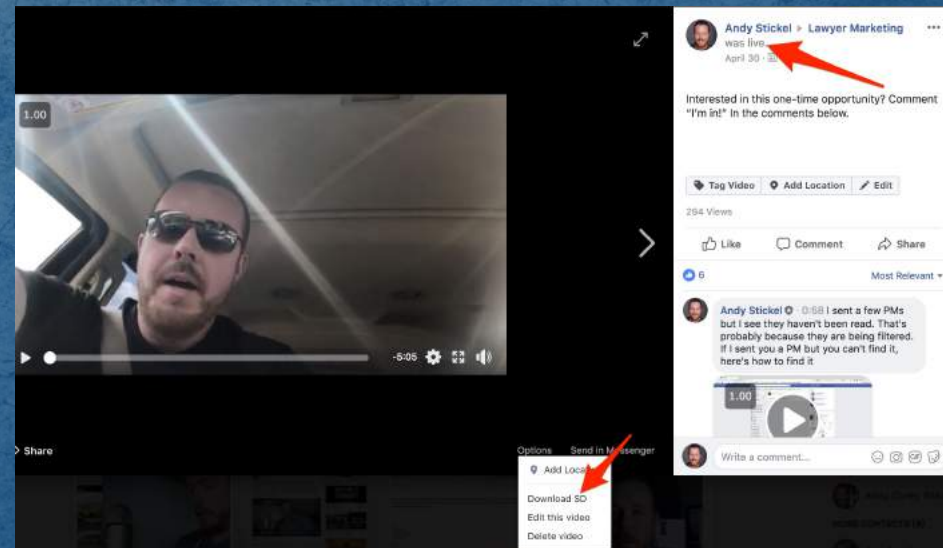


GOOGLE GETTING SMARTER





- Better Engagement
- Skip Uploading Steps
- Download Video Directly From Facebook



VIDEO CREATION WORKFLOW

1. Create the Video
2. Edit Video or Send to Editor
3. Upload the Video to Your Facebook Group & YouTube Channel
4. Send YouTube Link to Graphic Designer, Writer & VA
5. VA Adds Video to Spreadsheet
6. Graphic Designer Creates YouTube Thumbnail; Sends to VA
7. Writer Writes; Sends to VA:
 1. *YouTube Description*
 2. *Blog Post*
 3. *Email*
8. VA Completes Tasks:
 1. Optimizes YouTube Videos (See Video)
 1. *Adds Thumbnail, Description & SRT File*
 2. Posts Blog to Website
 3. Adds Email & Video to Auto Responder
 4. Schedule on Other Social Platforms (HootSuite or Buffer)



WEEK 3

Q & A

