



How To *Get Clients Now!*

Video Marketing Plan

AttorneyMarketingIdeas.com

1. 10 x 10 Formula

It works best to follow a formula for content creation, and that includes video. Sometimes the most difficult part of creating videos is knowing where to begin and where to end. This simple formula removes the guesswork.

10 FAQ'S - First, create 10 videos of the most frequently asked questions you get on a day-to-day basis. Each FAQ becomes one video. Each video should be short, concise, and have a call to action at the end and in a footer throughout the entire video.

10 "Shoulds" - Second, create 10 videos of the top 10 things your clients never ask you but should. This is your chance to really show your expertise and position yourself as a trusted adviser.

2. Slideshows

Sometimes it can be far easier and less time consuming to make a video out of a slideshow and simply record an audio to go along with the slides. Most of the tools you need in order to do this come free with most PC's nowadays, and the rest of the software you need is free if you know where to look.

With nothing but Google Docs, Windows Movie Maker, a free download called Audacity, and an \$18 headset from Best Buy, you can create a polished and professional slideshow video with excellent sound quality.

3. Viddler

Viddler has moved leaps and bounds beyond the competition for free video hosting and custom video players to embed in your website. You can have a video with no Viddler branding, customized look and feel, and even your own watermark logo overlaid on Viddler's player embedded in your website. It will look and function just like a custom Flash video player. You can't go wrong with Viddler.

4. Video Distribution

Now you can distribute your videos across dozens if not hundreds of video and social media websites using tools like Tubemogul and Traffic Geyser. Tubemogul is free, and Traffic Geyser is a paid service, but they both work quite well.

For those of you who pay attention to SEO on your website, this is a great way to get numerous powerful backlinks and new traffic to your website. After all, each web location where your video ends up will have a link to your firm's website. This is huge.

5. Free Content Strategy

It's important to give away your very best content when making videos to market your business. Many people have a tendency to hold back the "good stuff" for fear of "the moochers" of the world just getting everything for free. There are two main reasons giving free premium content in your videos is a great idea:

1. The moochers will mooch no matter what. Let them get their info and move on. Who wants a moocher as a client anyway? It's best to screen them out in advance.
2. When you give great info up front, those prospects with a strong need for legal services (that IS what you're selling, right?) will be drawn to you like a magnet. You are positioning yourself as a trusted advisor. Giving excellent content for free is the fastest way to do this. Think of your video as a speech that lasts for months or years and keeps paying dividends.

BONUS: The Habit

In general, the sooner you get into the habit of pumping out fresh content, the faster your marketing spiderweb will begin catching flies. After you have gained momentum in creating a large footprint on the web, it will build on itself, and you will have a powerful marketing asset that brings you new business for years on end.