

The 7 Blocks to a Firm Marketing Foundation: Block One

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Being a successful attorney is something that takes more than just knowledge of the law. It's an unfortunate fact that many attorneys will find themselves faced with. You may be the best lawyer in your city or even state, but no one will ever know that if you don't make a point to make yourself known.

Now, people have heard me say these tips at events, but I'm going to give you the information because I'm committed to making the attorney dream come true. The dream we all had when we entered into law school of the firm with our names on the sign, with the staff that handles things well and the cases that we enjoy doing. I know that dream because I've managed to achieve that dream.

The foundation of achieving this dream is much easier than you would expect. It's built on 7 solid blocks.

Block number one: Videos

When someone visits your website, they're subconsciously looking for something that is different; something that they don't see on other lawyer websites.

If you have a set of videos available to them, they've found that one thing.

Videos are some of the most important parts of my firm marketing foundation; they are one of the things that I will probably never give up.

When a potential client goes to your website and watches a few videos, the information that you relay causes a psychological trigger that makes them trust you more. The more videos you have on your website (and even YouTube) can (and probably will) start the ball rolling for a good attorney-client relationship.

You may be wondering what exactly you should even make videos on, especially since some states have strict restrictions on things that could be construed as legal advice.

One of the things that I've found to be most popular with consumers is a Frequently Asked Questions series. Think of the 5 (or more) questions that you hear from almost each person you meet

with.

These are questions that you could probably answer in your sleep and find yourself repeating the same information up to 10 times a day. You already know how to answer these particular questions in a short way that gives the most information because of the frequency of which you actually hear them.

Those questions are not going to go away, you hear them every day because people want to know those answers. If you take some time to film the answer to each of those videos and produce a series of one a week for however many weeks, you're going to see some changes. Instead of having to answer the questions day after day, the people you meet with will have the answers or, if they haven't had a chance to see the video yet, you can just send them the link and they'll be even more impressed.

Videos are marketing tools that never stop working. A video can answer questions for you, 24 hours a day, 7 days a week, 52 weeks a year.

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