Why Does Your Website Still Not Have Videos?

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Okay, so I talk about shooting video a lot. There are three good reasons for that:

1. Videos build trust (assuming you aren't absolutely terrible, but even that can be fixed)

2. Videos convert.

3. They are the easiest way to create and repurpose content ever invented.

Some of the things that you should be thinking about videos are:

- Every client interaction is an opportunity to learn what consumers are thinking.

If a client says to you, "The reason I called a lawyer was because XYZ." Then other people are likely thinking the same thing.

This argues for a video along the lines of, "One of the reasons people call lawyers is because…"

- Every client is a potential topic. If a client says, "What is the difference between 'malpractice' and 'negligence'?" then you can bet that others have the same question. You can create a video that begins, "The other day, a client asked me…"

- You should record every video with the thought that you will ALSO get the video transcribed. In fact, think about the video as a separate, stand-alone article. (Do 12 teaching videos on your area of practice and have them transcribed – boom; you have a free report!)

- The video should have a "Call to action" That is, at the end of the video, there should be a trailer that says something like, "I wrote about this and much more in my book [Name the book], which is available at [URL]."

With inexpensive high definition cameras (or an iPhone or iPad, frankly), and a little bit of software you can do this very well.

There is no reason to not have videos on your website.

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