

# THE LAWYER'S Podcasting Playbook

Broadcast Your Expertise, Build Your Brand



Welcome to “The Lawyer’s Podcasting Playbook”

You may have noticed the growing popularity of podcasts like 'Serial' or 'S-Town.' Maybe you're even a regular listener.

But have you thought about starting a podcast for your law firm?

While you may not attract millions of listeners, much like you don't need millions of website visitors, a smaller, engaged audience can still offer significant benefits to your firm.

Attorney marketing is a highly competitive arena, particularly for solo practitioners and small law firms.

There was a time when being a lawyer conferred a high level of respect and prestige. The title "Esq." reflects this historical reverence, indicating that lawyers were once seen as distinguished members of society.

In the past, meeting a lawyer was a noteworthy event. People would dress up, polish their shoes, and show the highest level of respect.

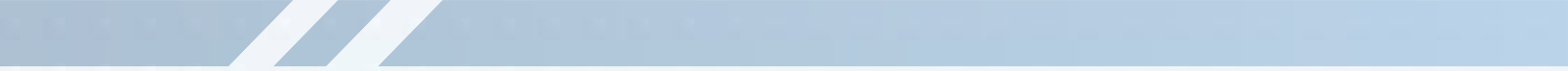
In the past, individuals seeking legal advice would address lawyers with "Sir" or "Ma'am," reflecting their high regard.

However, times have evolved.

Today, lawyers are often perceived similarly to other professionals, such as accountants.

Nevertheless, some lawyers continue to uphold a distinguished status.

They achieve this by cultivating their own platform of respect and authority through strategic investment in what we refer to as authority assets.




These resources serve as invaluable assets, working tirelessly for you around the clock and over many years.

They enhance your reputation and establish you as the leading expert in your field.

It is surprising that not all lawyers leverage these opportunities. Many continue to invest heavily in traditional advertising—such as billboards and radio spots—which often negatively impacts their professional image.

For a fraction of the cost of these advertisements, lawyers could invest in a more unique, cost-effective, and efficient strategy, such as podcasting.

In the following discussion, I will cover key considerations for podcasting and highlight effective versus ineffective approaches.





## Why Podcasting?

Big law firms spend millions on millions in advertisements, including billboards, TV spots, and online campaigns.

But what really gets clients to notice you isn't an expensive, flashy TV ad.

It's the enduring connection you form with your audience over time... and that doesn't require a multi-million-dollar marketing budget.

With a strategic allocation of your marketing resources, you can achieve excellent results without excessive expenditure.

Nearly 40% of Americans listen to podcasts each month. With a well-designed program and content calendar, your firm's podcast could effectively engage your ideal clients.

I recently spoke with an attorney who shared an intriguing experience.

A few months ago, he recorded a video using his iPhone during a casual moment.

In the video, he addressed several frequently asked questions about personal injury and posted it on his YouTube channel.

Approximately three months later, he received a call from a prospective client who said, "That was a great video. It answered all my questions about my case, and I didn't have to spend half a day traveling to consult a lawyer."

Ultimately, this led to a million-dollar case.

The attorney secured the case because the client was already familiar with him through the video before even reaching out to his office. Additionally, the video had effectively addressed the common questions people have in similar situations.

He is now our client, and we publish his monthly podcasts, and regular short videos on 18+ channels.

That's the power of communicating through videos.

Law schools keep producing more junior attorneys. According to ABA and Census Bureau data, the number of practicing attorneys per household has been increasing steadily since 2008, with no signs of slowing down.

As a result, many new attorneys are struggling to find employment and are launching their own solo practices, leading to increased competition and a diminishing share of the market.

It's a race to the bottom.

No matter how you play it, your slice of the pie is going to get smaller, as the new attorneys come in.

However, there is an alternative approach that remains underutilized by many attorneys and legal marketing experts: podcasting.

Many law firms have already experienced significant benefits from starting their own podcasts. For example, the "Legal Insights" podcast by Smith & Partners has seen a 40% increase in client inquiries since its launch. Another example is "Case Review Weekly," which has become a go-to resource for many law students and professionals looking to stay updated on recent legal developments.



## Ideal Length of A Video For Podcasting

Think of it like cooking. The amount of time you need depends on what you're making. You can't make a homemade baked lasagna in 10 minutes and you don't need three hours to make a box of macaroni and cheese.

The dish determines the length of time it takes to cook.

Similarly, your content should inform the length of your video.

Before creating any piece of content (not just video), ask yourself two questions:

1. What do my viewers need to know?
2. How can I best cover this topic in the most efficient and useful way?

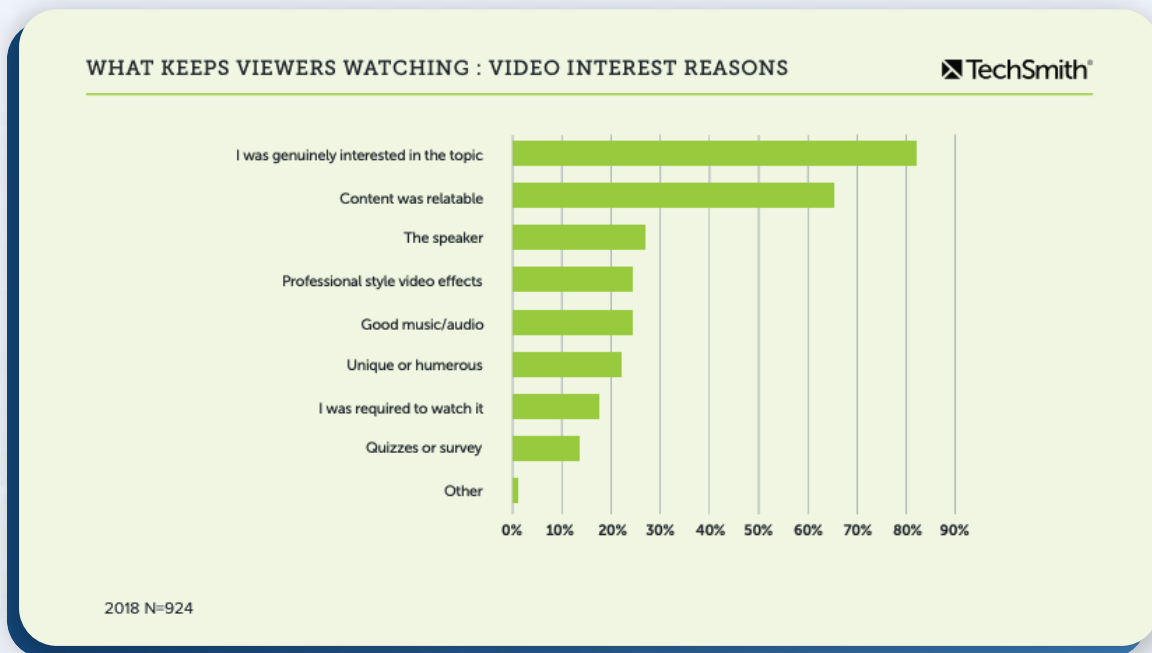
Then, create a video that does that. That may seem simplistic, but using the tips and information highlighted in this guide, you can turn those questions into a winning formula for determining the best length for your video.

When we ask about the perfect video length, what we're really asking is, "How can I keep my viewers' attention long enough to give them the information they need?"

We all know attention spans are shrinking, but that doesn't mean it's impossible to keep someone watching.

Turns out good content is still effective — we just have to provide it!

The number-one reason that people stop watching a video has nothing to do with the video length. In fact, 83% of the people we surveyed will continue to watch a video if they're genuinely interested in the topic.



## Don't Try to Do Too Much

Understanding your audience's needs and how to address them allows you to plan your video content effectively. However, it's important to exercise caution. If you're like me, your enthusiasm for a topic might lead you to cover it in great detail, potentially overwhelming your audience.

While it's natural to want to share all of your knowledge, focus each video on a specific problem or topic. Ensure your video addresses one issue clearly and concisely.

This approach doesn't diminish the value of the additional information you have. It simply means you can create multiple videos to cover various topics, problems, and pain points as needed. There is no limit to the number of videos you can produce—each can address different aspects of your expertise.



# How to Get Viewers Attention (And Keep It)

You've established that video length is not the primary factor in viewer retention. So, how can you ensure that viewers stay engaged? The key is to meet their needs and expectations.

Viewers often abandon videos when they do not receive the information they anticipated. Regardless of whether your video is one minute or 30 minutes long, if it fails to deliver on its promise, viewers will click away.

Ensure that your video title accurately reflects the content and value that viewers will gain. While it might be tempting to use clickbait to attract viewers, this approach can backfire if the content does not meet their expectations. Once trust is lost, viewers are less likely to return.

Here are a few additional strategies to effectively capture and maintain your audience's attention:

## 4.1 Be interesting

Use storytelling techniques and/or an engaging speaker/voiceover to help even dry topics seem more compelling. You can also try adding some personality to your video by featuring a real person speaking.

Incorporate practical, real-life examples that viewers can readily apply. Additionally, use high-quality visuals, such as images and icons, to effectively illustrate your concepts and keep the content engaging.

Include practical, real-life examples your viewers can easily apply and be sure to make extensive use of good visuals like images and icons to illustrate your concepts.



## 4.2 Be funny

Who doesn't appreciate a good laugh? Humor can be a valuable tool for keeping viewers engaged and entertained. However, avoid being excessively silly or eccentric, as this can detract from the perceived usefulness of your content.

Additionally, exercise caution when using humor with international audiences. What is humorous in one culture might be perceived as bland or even offensive in another.

## 4.3 Use plain language

Use clear, everyday language in your script. A common mistake when teaching a new concept or demonstrating a process is to use technical terminology or jargon that may be unfamiliar to your audience.

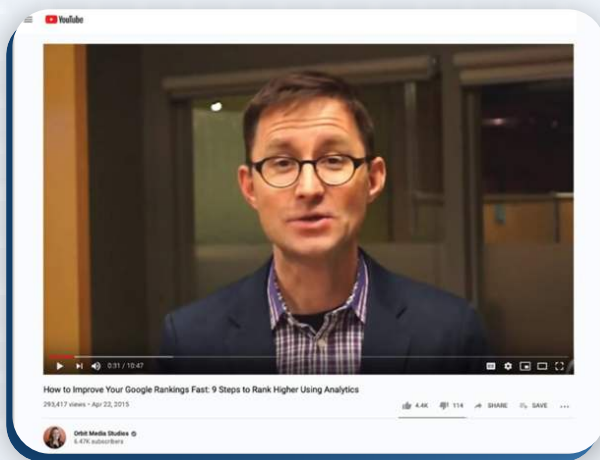
While sophisticated language and lengthy sentences might appear scholarly, they can instead seem pretentious, disconnected, and confusing. Aim for simplicity and clarity to ensure your message is easily understood.



## Video Quality Isn't A Game-Changer!

One surprising finding from our research on viewer engagement is that video quality was not a major factor in viewers stopping their watch. In fact, only about 5% of viewers cited poor video quality as the primary reason for discontinuing a video.

For instance, consider this example from Andy Crestonia of Orbit Media:



This video is a great example for a few reasons:

- The audio quality is solid
- The video quality maxes out at 480p
- At five years old, the video still ranks well and has nearly 300,000 views!

Remember, good content trumps perfect production. You don't have to be a video pro to make great videos.



## Final Take

From the numerous emails and direct messages I receive, I've identified that it is typically one of these major myths that discourages people from starting a podcast:

**Myth #1:** "I need to hire multiple professionals to produce a podcast."

**Myth #2:** "I can manage everything myself without any help."

**Myth #3:** "A turn-key podcasting service is too expensive for my small practice."

**Myth #4:** "I don't have time to start a podcast."

**Myth #5:** "It's too late to build an audience with a podcast."

But once they decided to shatter those self-doubts...

...to bet on themselves, follow their dreams, and give it all they've got...

They discover they'd had what it takes all along.

All they needed was a roadmap to follow and someone to lead them the way.

At The Legal Podcast Network, we handle everything for you from start to finish, and you just have to appear in the podcast for one hour, once every three months.

Imagine...

Reaching new clients.

Building trust and authority in your field.

Finally having a consistent and engaging marketing tool.

All because you finally started believing in yourself.

Let me tell you...

There's nothing more rewarding than being able to play even a tiny part in helping you get there.

And we are here to help you reach your goals in every way I can.



## What Clients Say About Us!

**Jessica Medina** (Accredited Financial Counselor)

“Working with the Legal Podcast Network is a lawyer’s dream, because none of us grew up to want to be podcast producers! I love the collaboration, support, and industry experience that they bring to the table, and the team is top notch. As a new podcaster, I wanted a format that would let me work in my zone of genius...answering questions...and this is so easy given the great hosts on the Legal Podcast Network team. Not to mention the technical expertise in editing the episodes and snippets for my social media, they’re the complete package.

“

I can just show up and answer questions and then we have a bunch of episodes ready to go!

I only barely considered starting my own podcast in addition to everything else I do to market my business, because I knew the time and effort involved would take me away from my actual work -- helping lawyers figure out the money so they can pursue their true passions, no matter the salary.

Working with the Legal Podcast Network means I get to have a professionally produced podcast, my content on my YouTube channel for clients to find me, and still run my business like I always have, without much additional effort at all.

It’s a win-win-win!”

“

**Johnny Bardine** (Attorney, The Bardine Law Firm)

“I couldn’t be happier to have signed up with the The Legal Podcast Network. Everyone is so responsive and the product is something I’m really proud of. Highly recommend!”

“

**Barry Levine** (Bankruptcy Attorney)

“I have been really enjoying working with the Legal Podcast Network. It's been a blast. I look forward to my viewers' reactions and then cannot wait until my next podcast session.”

“

**Jeff Miller** (Family Law Attorney)

“The Legal Podcast Network was an extremely satisfying and altogether pleasant experience. The professionals at the Legal Network help you craft a podcast that works for you. You receive personalized attention from all the staff and host, which makes the podcast informative, fun and engaging. The whole process was unbelievably easy and efficient. I believe any lawyer would benefit from working with them and getting additional presence in the marketplace for both clients and referrals by peers.”

**APPLY NOW**

[www.TheLegalPodcastNetwork.com/Apply](http://www.TheLegalPodcastNetwork.com/Apply)