

YOUR **GUIDE** TO BECOMING **THE** **ATTORNEY PEOPLE** **REMEMBER**

How to Use Personal Brand, Video, and
Visibility to Build Trust Before The Consultation.

CREATED BY



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WHY YOUR PERSONAL BRAND MATTERS



People are not just taking referrals at face value anymore. **They are checking you first.**

Before someone calls your firm, they may look at your website, reviews, social media, videos, Google profile, and LinkedIn. **That means your personal brand is not extra.** It is part of the decision.

Your personal brand helps potential clients answer:

- Do I trust this attorney?
- Do they understand my situation?
- Can they explain things clearly?
- Do they feel credible?
- Would I feel comfortable calling them?

WHAT TO REMEMBER →


- People refer names they remember.
- People call attorneys they trust.
- People trust attorneys who show up clearly and consistently.

THE NUMBERS THAT MATTER


74% of legal clients **research a firm** after receiving a referral.




49% of consumers say **neglected social media is a red flag**.



96% of people have **watched an explainer video** to learn about a product or service.



63% of consumers prefer learning through **short video** over text based content.



36% more video is being watched on **LinkedIn** year over year.



WHAT THIS MEANS



- People are researching.
- People are watching.
- People are deciding before they ever call.
- Your name needs to show up with clarity, credibility, and consistency.

WHAT ATTORNEYS SHOULD POST ABOUT



You do not need to give legal advice online to build trust. **You need to educate, clarify, and make your expertise easier to understand.**

Start with these five content buckets:

- **Frequently Asked Questions**
“What should someone bring to their first consultation?”
- **Common Mistakes**
“One mistake people make before signing a business contract.”
- **Myths And Misconceptions**
“Why estate planning is not just for wealthy families.”
- **Process And Expectations**
“What actually happens after you hire a family law attorney?”
- **Personal Perspective**
“Why I believe communication matters just as much as legal strategy.”

ONE SIMPLE RULE →

- Post to inform. Do not post to brag, bait, or vent.

THE SIMPLE VIDEO FORMULA



Most attorney videos do not need to be long. **They need to be clear.**

Use this formula:

→ **Hook: Say the problem clearly.**

Example: “Most people wait too long to call an attorney.”

→ **Context: Explain why it matters.**

Example: “By the time they reach out, they may already feel overwhelmed or unsure what steps to take.”

→ **Tip: Give one helpful takeaway.**

Example: “If something feels legally confusing, ask questions early. You do not have to know exactly what you need before reaching out.”

→ **Close: End with a trust building thought.**

Example: “A good attorney should help you understand your options before the process feels impossible to manage.”

TRY THIS TODAY



- Take one question you answer all the time.
- Turn it into a 30 second video:
 1. Problem
 2. Why it matters
 3. One helpful tip
 4. Simple closing thought

START SHOWING UP CONSISTENTLY



Daily video does not mean filming every day. **It means building a system.**

10 Video Prompts To Start With:

- One thing I wish clients knew before calling an attorney
- A common mistake people make in my practice area
- A myth I hear all the time
- What happens during the first consultation
- What clients should prepare before calling
- Why waiting too long can create problems
- One question people are afraid to ask
- What people should look for when hiring an attorney
- One thing that makes my approach different
- Why trust matters before strategy

SIMPLE WEEKLY PLAN →

- Pick 5 topics.
- Record 5 short videos.
- Post 3 this week.
- Save 2 for next week.
- Repeat.



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WANT HELP BUILDING THIS SYSTEM?

You do not need to become a full time content creator.

You need a system that makes your name easier to remember, refer, search, and trust.

Legal Growth Partners helps solo and small firm attorneys turn their expertise into personal brand content that supports visibility, referrals, SEO, AI search, and client trust.

Schedule a free brand evaluation with Legal Growth Partners.



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