

# INCAMERA CONTENT

VIDEO CONTENT FOR THE LEGAL PROFESSIONAL



## H.A.T.C.H

Content is KING! Now more than ever consumers are in need of content that is **H.A.T.C.H** - **H**onest, **A**ccurate, **T**imely, **C**ompassionate, and **H**uman.

Every attorney has their diploma, qualifications, awards, and superlatives on their office walls. Take your stories, successes, and personality off the wall and into a compelling and transformative story that makes your firm stand out and not stand around.

## STRATEGIES FOR ATTRACTING CLIENTS

- SOLVE YOUR CLIENTS' PROBLEMS
- PROVIDE EDUCATIONAL CONTENT
- TESTIMONIAL AND REVIEW VIDEOS
- BRANDING VIDEOS
- MAXIMIZE "GOOGLE MY BUSINESS"
- DEFINE YOUR UNIQUE SELLING PROPOSITION
- PROMOTE YOUR EXPERTISE
- HAVE A CONSISTENT SOCIAL MEDIA PRESENCE
- COMMUNICATION
  - The most important person in your office. (It's not you)

While every attorney can practice law, not every attorney can tell a story. In today's competitive environment, your firm has to connect with modern culture. You're the attorney; *InCamera* Content is the creative team behind the scenes telling your stories. Attract more clients. Get *InCamera* Content



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