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Contents

Departments

- Welcome From The A-List Executive Director
- 8 The Most Important Marketing Metric For 2020
- 10 The Power Of Telling Your Story
- 14 Google My Business Verification And Optimization Guide
- 18 Television Isn't Dead
- 22 TV, Digital, And The 360-Degree Blended Approach

Features

- 26 The Mastermind Effect
- 30 Connected TV The New Frontier
- 32 Intake: You Are Probably Doing It Wrong
- 46 How To Leverage Heat Map Data

The A-List

- 36 A-List Top 100
- 37 A-List

A-List Law Firm Profiles

- 50 Morgan and Morgan
- 52 Lerner and Rowe
- 54 Law Tigers

Special Thanks

The National Trial Lawyers is proud to announce Harlan Schillinger as Board Chairman of The A-List. With over four decades of experience in legal advertising, Harlan's vision and expertise has helped guide the design and development of The A-List. Harlan has worked with more than 120 law firms in over 98 markets throughout North America and approaches The A-List with the type of determination that only The Black Swan of Legal Marketing can bring. His passion for legal marketing is exemplified by his work as senior editor of The A-List Special Edition of the Trial Lawyer Magazine. Through his industry knowledge and relationships within the legal community, Harlan has solicited only the most credible experts in legal advertising with the most relevant marketing information to contribute to this special edition magazine. Under Harlan's leadership, we know The A-List will evolve to one of the most elite organizations in the legal industry. Harlan also serves on the Executive Summit Committee steering the Business of Law and senior editor of *The Trial Lawyer Magazine*. The National Trial Lawyers would like to congratulate and thank Harlan Schillinger for his constant support of The National Trial Lawyers and his position as Board Chairman of The A-List.



SUMMIT CELEBRATES

The year 2020 marks the 100th anniversary of women's suffrage in the United States. We would like to celebrate in the coming year by spotlighting and honoring women, especially those who fight daily for progress in our country.



NTL for Women's Rights



Women's Leadership Forum & Breakfast



Zen with Jen



NTL'S YEAR OF THE WOMAN

The National Trial Lawyers congratulates Lisa Blue on making history as our first female NTL Top 100 President.



2019 President: Mark O'Mara



2020 President: Lisa Blue

Practicing for over 30 years, Lisa Blue has earned over \$350 million in winning verdicts and millions more in settlements for her clients. Blue tried more than 125 criminal trials to verdict and has taken more than 75 complex civil court cases to verdict. She is considered an expert in jury selection.

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Welcome

On behalf of The National Trial Lawyers I am proud to announce The A-List — created to celebrate and acknowledge America's premier advertising law firms. This is an honorary distinction given to the nation's top law firms for their advertising efforts in the legal industry.

Being invited to join The A-List means that your firm is making a major impact and contribution to the legal marketing community. We recognize only the most influential legal marketing in the nation. We developed The A-List

using objective advertising data from many sources including Nielson Media Research. Firms are selected for inclusion on The A-List based on impactful advertising dollars spent and the overall success of the firm's annual marketing efforts.

Our organization is broken down into two groups: The A-List and The A-List Top 100. The A-List is comprised of the ten most influential law firms from 100 of the nation's top media markets and recognizes the advertising of law firms on a regional level. The A-List Top 100 is composed of the top 100 law firms that advertise on the national level and represent the 100 most influential advertising law firms in the nation. The idea of The A-List is simple — we want to create a network of likeminded firms that focus on marketing and advertising to facilitate new relationships in the legal community. Our long-term goal is to develop niche workshops and conferences exclusively offered to A-List firms with a program focused on marketing and advertising in the legal industry.

As a member of The A-List, you are part of an elite network of leaders in the legal industry. A-List members also gain access to exclusive events and exceptional marketing opportunities. During the Summit, we will host one of those exclusive events, The 2020 A-List Awards. Through nominations and a selection process, we will award twelve firms for their outstanding and exceptional advertising work in the media categories of television, radio, billboard, print, digital, and public relations. Please be on the look out regarding more information for the 2020 A-List Awards.

I want to personally congratulate the firms that qualified this year to be included on The A-List and The A-List Top 100! You have displayed exceptional work for the legal industry and with that, you have allowed the public to gain access the legal market. I truly appreciate your efforts and I hope to see you at the Summit in Miami this January!

Carson Bayer
Executive Director, The A-List



THE MOST IMPORTANT MARKETING METRIC FOR 2020

By Sean Allen — CEO of Twelve Three Media

If you are a successful lawyer, you know that you have to have marketing campaigns to bring in the cases. Most of the time, you need to deploy several different campaigns simultaneously (direct response, awareness, digital, traditional, etc.). When it comes to marketing metrics on campaigns, there seems to be no end in sight! You need to know what is what as well as the differences with the same metrics.

I have been in marketing and advertising for close to 20 years now. I can tell you that all the marketing metrics the CPM's the CPVs the GRP's the CPA's all matter. What you should know, though is none of the metrics mean anything without knowing the additional marketing metric that I am about to explain.

Before I jump right in and give you the most important marketing metric, let me first provide some context by highlighting some of the histories of advertising.

Advertising first became a significant force in capitalist economies in the mid-19th century, based primarily on newspapers and magazines.

When it came to advertising back then, businesses quickly knew if their ad campaigns worked. It was straightforward back in the day. You would put a message out, and the phone would ring. The more people you could promote the message to the more business you would sign up.

As consumers back then, we only had two real options for entertainment and information. You could almost guarantee people in your market saw your message. The search for consumer attention was not hard to find.

August 31st, 1920 introduced the evolution of radio in the 20th century.

Radios were used to broadcast everything from concerts and sermons to "Red Menace" ideas. The radio was undoubtedly one of the most important inventions of the 1920s. Radio not only brought the nation together, but it brought a whole new way for people to communicate and interact.

As humans, we want to be engaged and entertained. Families would gather around the radio to listen to the shows. The first radio ad ran in 1922 with a cost of \$50 for 50 minutes of airtime. Certainly a steal knowing the amount of *attention* consumers were giving to their radios.

July 2nd, 1928 welcomes black and white television.

Television was an even more significant game-changer for engagement and entertainment. After World War II (1939 - 1945), an improved form of black-and-white TV broadcasting became popular in the United States. Television sets became commonplace in homes and businesses. During the 1950s, television was the primary medium for influencing public opinion. By 1953 we were finally watching everything in color.

Are you starting to notice a common thread yet? As humans media habits change, what are you doing to ensure your message is being shown during moments of attention?

August 6th, 1991 the World Wide Web became publicly available.

The best data suggests the Internet reached a third of households by mid-1999. By 2001 55% of US households were using the Internet for *attention*. The Internet also introduced community sites and chat rooms. These later became what we know of as social media. Here in 2019, 97% of US households are using the Internet.

This was yet again, another game-changer with how consumers preferred to shift their *attention*.

June 29th, 2007 the iPhone was introduced.

Media consumption is moving to mobile. Right now

there are more mobile phones on the plant than people. The mobile web is exploding! As fast as the Internet has grown, the mobile web has expanded exponentially quicker. In 2007, mobile users numbered around 400 million versus 1.1 billion desktop users worldwide, according to ComScore. The total value of advertising on mobile was 2.2 billion dollars in 2007.

In 2016, there was north of two billion mobile users. For those following along, that was 400 percent growth in just under a 10-year period. Here in 2019, nearly all new Internet usage growth is coming from mobile.

While it is essential to focus on the mobile channel given its rapid adoption, don't forget about the billions of desktop and laptop users. Be sure you are optimizing both channels (mobile & desktop) for your customer's *attention*.

Are we all addicted to the Internet? Maybe. The latest Digital 2019 report, from Hootsuite and We Are Social, shows we are spending on average 6 hours and 42 minutes online each day. Half of that is being spent on mobile devices and social media sites. That figure sounds like a lot, but it is astronomical when spread across an entire year. It equates to more than 100 days of online time every year for every Internet user. That's more than 27 percent of the whole year.

With so many options now for the consumer, we are dealing with attention albatross. The only way to get attention is to create value. You see, value in exchange for *attention* is a win-win! If somebody can recall what your commercial or ad says along with who you are, you will get the call!

Great advertisers continue to leverage value in exchange for attention.

Share of Consumer Attention (SCA) is the marketing metric you should focus on in 2020.

Ad placements are monetized based on the value and reach of the opportunity. Think about this for a second. Why do you think a Super Bowl commercial cost so much? Why is placement on television more expensive in primetime? The answer is simple! Because the opportunity to make the phone ring as it did back in 1984 presents itself. This is due to the reach of the audience. When several people are tuned in at the same time, the price goes up for traditional media. Digital advertising, however, is the best way not to pay more for primetime placement.

I never did understand the "Share of Voice" report for television advertisers. I feel that this is simply a you-know-what measuring contest on who is spending the most money. But the "Share of Voice" reports never tell you where your television commercials ran and how many ads ran for the month.

Now ask yourself, what portion of your ads are running while the consumer is paying attention? Are they running on social media, YouTube, Connected TV, Live Sports? Do all those impressions you just bought matter? Did they run on prime sites or during peak times?

What is your share of consumer attention?



The Power of Telling Your Story—And How To Get It Out There!

By Michael Mogill



As a trial attorney, you likely already know the power of storytelling. It's a huge part of what you do as an advocate for your clients. How do you get a judge or jury to care about your client? Tell their story. How do you get an insurance company to see your client as a person rather than a case number? Tell their story. How do you forge lasting relationships with clients that become like family? Get to know their story, and tell it on their behalf.

It's a fact that as humans, we connect deeply to stories. They humanize, allow us to identify with others, and bring to light universal truths that resonate at a deep emotional level. You understand this. That's why you tell your clients' stories. So why aren't you telling your story?

ATTENTION IS THE NEW CURRENCY

The legal profession is more competitive than ever before. As of this writing, there are over 1.3 million lawyers in the United States with more passing the bar every year. That's one lawyer for every 250 people (man, woman, or child). Even if you were only competing against other lawyers, differentiating yourself so that you could attract the right clients would still be a challenge.

But here's the thing: you're not just competing against other lawyers and their marketing. You're competing against every other piece of content fighting for consumers' attention as well. Forget lawyers vs. lawyers; in the real world, it's lawyers versus bakeries, banks, amusement parks, and every other business and brand out there advertising in the world.

Welcome to the world of attention economics, where businesses live and die by the attention resource cycle.

Attention economics is the scarcity you face when you try to compete for attention while thousands of other brands, companies, and individuals try to do the same thing. Here's how it works: the more brands, companies, and even individual marketers who fight for the average user's attention, the scarcer that attention becomes. The average person is inundated with marketing messages, from inboxes and newsfeeds to billboards and refrigerator magnets. To get through their day without feeling overwhelmed, they have no choice but to filter out the vast majority of messages from this endless barrage.

But when you give people a reason to care, you break the attention resource cycle. You break out.

MY TURN TO TELL A STORY

I'm a European-Jewish immigrant. When I was four, I immigrated to America with my family — my parents, my grandparents, and my younger brother. When we arrived, we had \$500 to our name, little command of the language, and no other family to help us get started with our new lives.

Since I was four, I don't remember much from this time. However, I do remember that my first impression of America wasn't altogether positive. My mom had said America was the land of opportunity, but it sure didn't feel that way in our run-down Atlanta apartment building with its broken windows, roaches, and weird smells. We'd only come home with bread and butter from the grocery store, and my parents would often skip meals. Surely, this was just a pit stop, some kind of halfway point on the way to the real America.

By the time I'd finished college years later, my life was at a crossroads. I'd scored well on the MCATs and had been accepted into a few medical schools. But after spending over a hundred hours shadowing doctors and seeing what their day-to-day jobs were like, I decided that profession wasn't for me.

Just as I was trying to figure out what else I might want to do, the Great Recession of 2008 hit, tanking the economy. So there I was, an honors grad who had been accepted to several med schools, but no one was hiring. I barely landed a job washing dishes at a local Atlanta dive bar.

Seeing this, my parents, bless their hearts, thought they had failed me. All the sacrifices they made to immigrate to America — where I would have opportunities — and their magna cum laude son was washing dishes at a dive bar. How could they not think they had failed me? I had nothing to point toward to make them believe otherwise.

The story of how I founded a video marketing company is a book of its own, so I'll just give you the short version here. Essentially, I was always an entrepreneur at heart. When I was 13, I worked out of my living room running my first business, a web design company. I'll never forget how funny it was watching my mom letting my much older clients in the front door. As an adult, this drive led me first to do some marketing work for an events company, and then to an important role in a fledgling streaming-music business.

You've probably noticed that none of this experience has much to do with legal marketing. However, each was an important piece of the puzzle in my early entrepreneurial education. The events company, for instance, taught me how to put together an organization, while the streaming startup taught me invaluable lessons on the importance of workplace culture. Eventually, I found the perfect balance between both my entrepreneurial side and the creative elements of my life that were near and dear to me, and I started a video marketing company.

Everyone told me not to do it. They said we wouldn't be able to compete with the agencies, no one believed or saw a future in internet video, and I had no real business plan to speak of. It was a huge gamble, no doubt — I had no investors or partners and only \$500 to my name — but I loved what I was doing and was certain I could make it work somehow. So I stuck with it.

I started Crisp Video seven years ago, and since then, we've grown by at least 200% every year. We tripled our business last year and have grown over 1400% the past three years. I say that not to brag, but to preface this next statement: my team and I are familiar with uncomfortable goals. At the end of every year, we set our goal for the following year, and to be honest, I feel uncertain every time about how we're going to pull it off.

It's one thing to grow by 10%. That just means you have to work a little harder, maybe improve some of your processes. Setting a goal to grow 200% means we have to innovate. Working harder is not enough.

But we've done it for seven years running. Along the way, I've had to make uncomfortable decisions in pursuit of our uncomfortable goals, like hiring 15 people at once. I'd never hired that many people at one time. I had to invest three times as much into my marketing as I'd done in the past, which meant stroking a six-figure check every month. I worked every Saturday for a while, but I was willing to make that commitment because I knew that the results would be worth it.

I had plenty of chances to quit when I first started the company; 21 in fact. It wasn't until the 22nd pitch meeting that I got my first "yes." My team could've waved the white flag several times the past seven years as we worked round the clock to close deals and create new offerings for our clients.

But we didn't, and now we all get to enjoy the results that our hard work produced.

WHO CARES?

I used to avoid telling my story when I spoke at conferences and events. I didn't think it was relevant, and I especially didn't want anyone to pity or feel sorry for me. Why would anyone care that I grew up a poor immigrant in a family struggling to make ends meet?

Eventually, however, I realized that my story is everything because it drives everything I do. While I wouldn't wish that struggle on anyone, I've come to value the lessons gained from that experience, which are always in the front of my mind when working with clients or interacting with team members.

Once I recognized that my story drove my own professional choices, I realized that sharing my story helped me connect with my audience, which was attorneys and other legal professionals experiencing struggles of their own. They could relate to me, and I could relate to them. We'd both been to war and come out the other end.

Whatever the case, they can relate to me because they know I've struggled too, often working over a hundred hours a week just to make ends meet. There's peacetime, and there's wartime, and when I was in wartime, I sacrificed family, friends, and a lot of other experiences in order to grow my business.

In many ways, my story isn't special. I'm not the only European-Jewish immigrant to arrive in America and make a name for himself after years of struggle. However, telling it makes me real, human, and relatable. It demonstrates that I'm willing to make myself vulnerable, and that I'm not simply speaking for my own benefit but for the benefit of others. Once I've gained this credibility as a speaker, I can start sharing some harsh truths with my audience about the challenges their profession faces and what they need to do about it.

My story is the difference between them walking out of the room or approaching me after the talk to share their own stories and tell me how much they appreciated what I had to say. It works the same for law firms trying to stand out in the noise of today's advertising landscape. You have a story too, and a responsibility to share it.

If you were born and raised in the same neighborhood in which you currently work, tell that story. Once injured in the same kind of accident you now specialize in litigating? Tell that story. If your father was murdered when you were six years old and it fueled your passion for criminal justice, tell that story.

Many legal and business marketing is focused on credentials and generic claims like, "I promise I will fight for you." The attorneys featured in this kind of marketing are often so concerned with their appearance that they lose their humanity.

Instead, share what drives you.
If you don't give your audiences
those opportunities to connect, you're
just another anonymous attorney offering
generic legal services to indifferent
clients.

It might seem counterintuitive, but law firms can't compete solely on how many cases they've won, how many partners they have, or how big their marketing budget is. Yes, these elements matter when it comes to experience and execution. However, none of them give prospective clients a sense of who you are as a human being or the personal experiences that brought you into this profession in the first place.

Your clients aren't simply buying legal services; they're investing in you as a human being. If they can't connect with you, if they don't have a sense of what drives you, then they have no reason to hire you.

THE BEST WAY TO GET YOUR STORY OUT THERE

So you've honed in on what drives you, what makes you unique, and developed your story. Now the most effective way to make sure your story gets heard, engages people, and is memorable? Put it everywhere your ideal clients spend their time.

There are a lot of ways to get your story out there. You could put it on your website, on TV, on billboards, and plenty of other places. Each option has its unique pros and cons, but the best way by far is social media.

My criteria of "best" is rather simple: where prospective clients spend the most

time, how targeted you can get, and the frequency you can get your message in front of people for relatively low cost.

There's no denying it: consumers spend incredible amounts of time on social media these days. Here are a few statistics to shake you up a little:

There are now 3.2 **billion** social media users worldwide.

More than **two-thirds** of American adults report that they use Facebook regularly.

90.4% of Millennials are active social media users (Gen Xers are not far behind at 77.5%, and even Baby Boomers get on the board at 48.2%). The average person spends 2 hours and 22 minutes on social media **per day.**

If your law firm is not active on social media, you might as well be invisible.

If your law firm's social media content isn't high-quality, client-centric, and designed to engage users emotionally, you might as well be invisible.

Once you have those two basic boxes checked, the next step is to ensure you are absolutely *saturating* the main social media channels with your law firm's messaging. Wherever your ideal clients spend their time, they should be seeing you *repeatedly*.

Launching a strategic awareness campaign on the highest-traffic social media channels is the most effective way to take that strong storytelling content and make sure everyone you are trying to reach sees it, connects with it, and remembers you.

Not to mention how inexpensive it is to run awareness campaigns on social networks like Facebook. Compared to all the other marketing options in the toolbox (don't even get me started on the cost-benefit downward spiral associated with billboards, PPC, TV, and more than half of the other options on the table), there is no better bang for your buck than promoting your content strategically in the places your ideal clients spend the most time.

It's less expensive, and the targeting and tracking capabilities are beyond anything traditional mediums offer.

STOP PUTTING YOURSELF AT A COMPETITIVE DISADVANTAGE

Today's legal consumers are changing the way they make decisions. They're far



more engaged in choosing an attorney, and they want to be in control of their decision.

This means attorneys must interact with potential clients in new ways if they want to get their attention and earn their trust. If you're not forming an emotional connection with potential clients through stories, interactions, and shared personal experiences, they will not care about you.

Your online content might end up on their newsfeed, but if it doesn't catch their attention and engage them emotionally, they will scroll right by. If they don't care about your message, you don't exist to them.

By not telling your story or infusing any personal connection into your law firm's marketing, you will miss out on countless clients and cases. The firms that *are* evolving with the changing legal landscape will get all the attention, make all the connections, and steal those clients and cases right from under your nose.

If you don't promote messaging and marketing that really engages your audience emotionally, this is your fate.

Michael Mogill is Founder and CEO of Crisp Video Group (www.crispvideo. com), the nation's fastest-growing video marketing company and the author of the "The Game Changing Attorney" (available on Amazon). He's helped thousands of attorneys — from solo and small firms to *large practices* — *differentiate themselves* from competitors and earn millions in new revenue. His company has been named to the Inc. 500 list of America's fastestgrowing companies and has been awarded Best Places to Work. A sought-after speaker, Michael often presents at national conferences on innovative ways to create exponential business growth. His advice has been featured in publications such as Forbes, Inc., Avvo. ABA Journal, The Trial Lawyer, Huffington Post, and The Wall Street Journal.



By Joe Devine

One of the largest influencing factors on gaining local visibility on Google is the verification and optimization of your Google My Business listing. When people search for a lawyer near them they're usually looking to hire someone, so it's important the information about your business that shows up on Google is as accurate and optimized as possible.

WHAT IS GOOGLE MY BUSINESS?

GMB is a free tool that allows you to manage your business information and lets you connect with customers across Google Search and Maps. GMB listings allow you to:

- Add your contact information
- · Upload photos
- Create a compelling business description to entice customers to contact your law firm
- Display your hours of operation
- Answer frequently asked questions
- Monitor and reply to reviews that customers leave on Google for your business

These functions allow you to exert some control over what appears when potential clients search for your firm.



WHY YOU NEED A GOOGLE MY BUSINESS LISTING

If you are interested in boosting your local online presence, Google My Business is a great place to start. According to Search Engine RoundTable, Google has reported that 46% of all searches have local intent. If someone is looking to hire a lawyer, they may do a search for a "personal injury lawyer near me" or "Austin car accident attorney." Focusing your efforts on the free-to-use Google My Business platform will not only allow potential customers to find your business online, but it will ensure that the information they see is correct.

In addition, Moz's list of local search ranking factors shows Google My Business as one of the top-ranking factors in local map search and in local organic search.

HOW TO VERIFY YOUR GOOGLE MY BUSINESS LISTING

Create A Google My Business Listing

- 1. Log in to the Google Account you want associated with your business (or create a Google Account if you don't already have one).
- 2. Visit google.com/business and select "Manage now" in the top right-hand corner.
- 3. Enter your business's name.
- 4. Enter your business address.
- 5. Select a business category. Try to choose the most accurate category possible. For the legal field, you can choose categories like Personal Injury Attorney, Criminal Justice Attorney, Employment Attorney, Bankruptcy Attorney, etc.
- 6. Input your phone number and website.
- 7. Select a verification option.

There are several ways to verify your GMB listing. Here are the different options:

- Postcard
- Phone
- Email
- · Instant verification
- Bulk verification

Postcard

For this verification option, you will want to make sure your address is listed correctly. You can add a contact name that the postcard will be addressed to. The postcard will be mailed to the business location and will typically arrive within 5 days. Once you receive the postcard, log back into your Google My Business account and select "Verify now." In the code field, enter the five-digit verification code that is listed on your postcard and click "Submit."

If you don't receive the postcard, you can request a new code by signing into GMB and clicking the "Request another code" button.

Phone

Some businesses are able to verify their location by phone. If you are eligible, you will see the option when you start the verification process. Make sure the phone number is correct before you verify the listing. You will be given a code through an automated message. Enter the code into your GMB dashboard.

Email

Some businesses are able to verify their location by email. If you're eligible, you will see the option when you start the verification process. Make sure the email is correct before you verify the listing. You will need to sign in to the email address that the verification was sent to and click the verification button in the email from GMB.

Instant Verification

If you have already verified your business using the Google Search Console, you may be eligible for instant verification under the same email address. All you need to do is sign into GMB with the same email that you used to verify your business in Google Search Console. If you are eligible, you will see the notification for instant verification. If you don't, it means that the category for your business isn't eligible at this time.

Bulk Verification

If you have more than 10 locations for the same business, you may be eligible for bulk verification. To do this, sign in to your GMB account, select one of your locations and click "Get verified." You will then click "Chain" and fill out the verification form with your business name country where you operate, all contact names who will be using the GMB account, phone number, business manager email (someone at the business who can verify you're a representative of that business), and the email address of your Google Account Manager. You will submit this verification form and it can take up to a week for it to be reviewed and processed by Google.

HOW TO OPTIMIZE YOUR GMB LISTING

Once you have verified your business listing, you will need to optimize it by filling it out completely. One thing to note is that anyone can suggest an edit to your business listing, even your competitors. When a searcher clicks on your business listing, there will be a "Suggest an edit" button. This will allow them to not only suggest edits to your listing, but the changes can actually be made live without you being notified. It is very important that you sign in to your GMB dashboard on a regular basis to ensure no one has made any unwanted changes.

Here are the five different areas of the profile that you should fill out:

1. Info Section

Business Name

Make sure your business name is consistent with how it listed on your website and across all online directories.

Categories

Make sure the Primary Category is as specific as possible. You can list additional categories that apply under the primary category. For instance, if you are a personal injury lawyer, you will want to put Personal Injury Attorney as the primary category. You can list Law Firm, Lawyer, Legal Services, etc under it.

Address

Make sure your address is correct. If you are in a suite, you can include the suite number on the Address 2 line. If you are located in the same building as other attorneys, this can help differentiate your law firm from the rest.

Hours

Enter your business hours, including special hours for holidays, to let potential customers know when they can reach you and when they can visit your location.

Phone Number

Your primary number should be a local business number. You can add a toll-free number as a secondary phone number. TIP: If you are using a tracking number for your GMB listing, make sure it has a local area code and is listed as the primary number. You will list your actual office phone number as the second number so that Google can still crawl it and see that it is consistent with the phone number on your website and other online directories.

Website

Enter the URL for your business website. TIP: If you have a multi-location business, you can enter the location page on your website if one exists. You will want to send visitors to the most relevant page on the site for each specific location.

Services

Enter a full list of services your company provides. This will tell Google and anyone who sees the listing what your business does.

Description

GMB allows 750 characters in the business description, but only 250 characters will show up when someone views your business listing in the Knowledge Panel. TIP: Because of this, you will want to make sure that you put the most important information at the top. This would include priority keywords and your city. Make sure to follow these business description guidelines provided by Google.

Opening Date

Add the opening date so that searchers know how long you have been in business.

2. Photos & Videos

One thing you don't want to forget to do is to add photos and videos to your GMB listing. It will make the listing more engaging and will allow the searcher to learn more about your business. According to Google, businesses that have photos on their listing see 35% more clicks to their website. There are various types of photos you can add such as your logo, cover photo, interior and exterior photos, team photos, and more.

Photos should be at least 720 pixels wide by 720 pixels high and JPG or PNG files. Videos can be up to 30 seconds long, up to a 100 MB file size, and a resolution of 720p or higher. Videos should be taken at the business location, include people who work at the business, or directly pertain to the business.

3. Google Posts

Google Posts are social media posts that show up in the Knowledge Panel when someone searches for your business. You can take advantage of making the post more engaging by adding a photo, call-to-action, and a link to your website. Google Posts are live for 7 days and then you must post a new one. This is a great way to stand out from your competitors, drive traffic to your website, and inform potential customers of company events, special promos, events, and additional information about your business.

4. Q & A

Questions & Answers is a great feature on GMB that allows people to ask questions about your business that you can answer.

If you want to be proactive, you can create a list of frequently asked questions with the appropriate answers. Keep in mind that anyone can answer the questions posted by users about your business. You will want to make sure you closely monitor new questions that are posted and answer them as quickly as possible. If someone else answers a question and it isn't accurate, you can reach out to the Google My Business support forums.

5. GMB Reviews

Online reviews are extremely important and can help you stand out from your competitors. They appear on your business listing, so it is vital that you are continuously working towards getting a larger number of positive reviews. In addition to obtaining reviews, it's important to reply to all of your reviews. Not only does this show appreciation for the customer who left the review, but it also shows others that you are actively engaging with your listing and influences others to leave a review.

Online reviews have been known to impact local search rankings, click-through-rates, and consumer trust levels. In a study conducted by BrightLocal, they found the following key statistics:

- 86% of consumers read online reviews for local businesses
- Consumers read an average of 10 reviews before trusting a local business
- 91% of 18—34-year-old consumers trust online reviews as much as personal recommendations
- 57% of consumers will only use a local business if it has four or more stars
- 89% of consumers read the responses to reviews left by the business owner

THE IMPORTANCE OF GOOGLE MY BUSINESS

On Google My Business, you can control how your business information is displayed on Google and Google Maps, so don't miss out on this free business tool in order to gain more local visibility. Remember that Google is always looking at the business owner engagement and the engagement of searchers on your GMB listing, so it is important to continually interact with it.



Captorra is the legal industry's leading case intake application.

It was initially designed in collaboration with multiple practices, including traditional personal injury and mass torts practices, but client demand expanded our offering into family law, bankruptcy and other consumer law practices. Basically, if your practice markets its legal services to individuals Captorra could be just what you need to increase your lead to case conversion rate.







TELEVISION ISN'T DEAD... It's Influential and Evolving

By Tammy Kehe — Vice President, Network Affiliates

Contrary to the noise you've heard or read in the media industry, television is not nearing extinction. In fact, television is still considered to be *the* most influential medium to media viewing consumers. There's no denying the television landscape is evolving to serve the varying demands of the diverse demographics and viewing audiences. But TV is not dead... how people watch it is changing.

The days of the whole family sitting down and watching TV together may be rare, but rest assured, video consumption remains very much a part of our daily habits. According to the 1st Quarter 2019 Nielsen Total Audience Report, the average time spent per Adult 18+ per day on video (with Live & Time-Shifted TV, TV-Connected Devices, Video on a Computer and using Video Focused App/Web on smartphones and tablets) averaged 5 hours and 46 minutes. And, of that 5:46 per day, 3 hours and 53 minutes was attributed to Live TV viewing. On average, Adults 18+ spend more time with Live TV than any other media. People are still watching and consuming programming, whether it's on a television set or another connected device like a tablet, laptop or smartphone. And, it is television that dominates as the most informational, educational and entertaining medium in today's environment.

For advertising law firms, that's very important. Why? Because television advertising is *the* medium that offers the key component of "REACH" in establishing and growing your brand

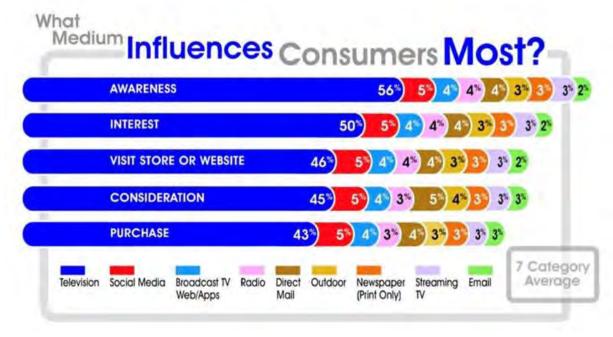
and generating response. Television reaches a broader audience than any other type of advertising and combines sight, sound, motion and emotion to engage the viewer. Television affords the opportunity to build a relationship with consumers through captivating creative. Building that emotional connection through messaging, storytelling and visuals is how television fosters trust and influence — there's no other medium with this kind of power to build your brand.

However, lawyers often have trouble thinking like a brand when it comes to advertising.

Why is brand so important you may ask? And why is it so important for lawyers to think like brands? Simply put, brand equates to relevance and awareness which ultimately results in response — leads, calls, chats, emails, texts, and contact — from those seeking your service. As a law firm providing services to injured people, you simply cannot organically stimulate demand for your service. Either someone is injured and needs your help, or they don't. A successful brand

must attract, engage, captivate and create a lasting impression on potential clients so if and when they do need you, they "know you" and contact you. And how do you do that? Through the power and reach of television. Television allows you into the viewer's home and daily life. It's personal and creates celebrity, familiarity and thought leadership in the mind of the consumer.

Don't underestimate the influence of television; just this year, the TVB (Television Bureau of Advertising) worked with analytics partner GfK (Growth from Knowledge) on the 2019 Purchase Funnel Study to identify the value and importance of various media platforms' influence during a consumer's purchase decision process. The consumer purchase decision process is the journey a customer goes through before they buy or select a product or service. The Legal Services Category was one of 7 categories included in the study. The result... by a dominant margin, television is the greatest influencer through all stages of this process.



Source: GfK TVB Purchase Funnel 2019
7 categories = Automotive, Banking Services, Furniture-Bedding-Carpet, Legal, Medical, QSR Casual Dining and Travel

While not "news" to anyone, most purchase decisions are preceded by online research. According to the study, online search behavior is highly influenced by television — 85% of those who do online searches responded TV ads influenced their searches. Television and digital form a beautiful partnership in driving results.

Furthermore, according to Kantar Media, television ad spend in the Legal Services Category has soared over the past decade. Overviews of the growth of total estimated ad spend by law firms in all 210 local markets on broadcast TV alone (not including cable or digital advertising) increased 87% from 2009 (\$454M) through 2018 (\$853M):

2009 - \$454 Million 2010 - \$526 Million 2011 - \$598 Million 2012 - \$630 Million 2013 - \$639 Million 2014 - \$654 Million 2015 - \$700 Million 2016 - \$732 Million 2017 - \$794 Million 2018 - \$853 Million

Television not only builds your brand, it validates it. Brands that use TV are seen as "big," credible, trustworthy and successful. TV establishes and increases market share, grows the lead line and drives revenue. There's no arguing that. If television was dying, would lawyers continue to invest so much of their ad budget year after year in a medium that didn't produce results? Highly doubtful. TV works.

Evolving Habits

While we know TV still has the greatest reach, and isn't going anywhere any time soon, we can't deny viewing habits have evolved. Just like when cable providers came on the scene in the late 80s, it wasn't just about broadcast stations anymore. Viewers had more programming choices and more channels. Advertisers had the opportunity to expand their media strategy to include cable and capture additional audience.

Today, in addition to traditional broadcast TV, cable and satellite providers, viewers can also stream the programming they want to watch — anytime, anywhere, on demand, on any device.

These households are streaming content via CTV (Connected TV) or OTT (Overthe-top). A CTV is a television that is connected to the Internet (known as a SmartTV). This Internet connection provides access to content, which is streamed through apps.

OTT is what sits "over the top" of the cable box, like a Roku, Xbox, Firestick or Playstation, that allows the TV to turn into a Connected-TV. To "non-streamers" it seems foreign and perhaps complicated. However, it's really no different than traditional viewers who select programs to watch via their Cable provider. OTT/CTV viewers just access and watch their program on a streaming enabled device (Xbox, PlayStation, ROKU, Amazon Fire TV, Apple TV, Smart TV, etc.) served to them when they want to watch it and on the device on which they want to watch it.

You're probably familiar with apps like Netflix, which is a paid subscription supported app that doesn't show ads in its programming. Beyond Netflix, there are a lot of apps like Pluto, Xumo, Tubi, Fubo, Crackle, Vudu, Sling, and Hulu where people can access *free* adsupported content, or pay a minimal fee to get different tiers of ad-supported content.

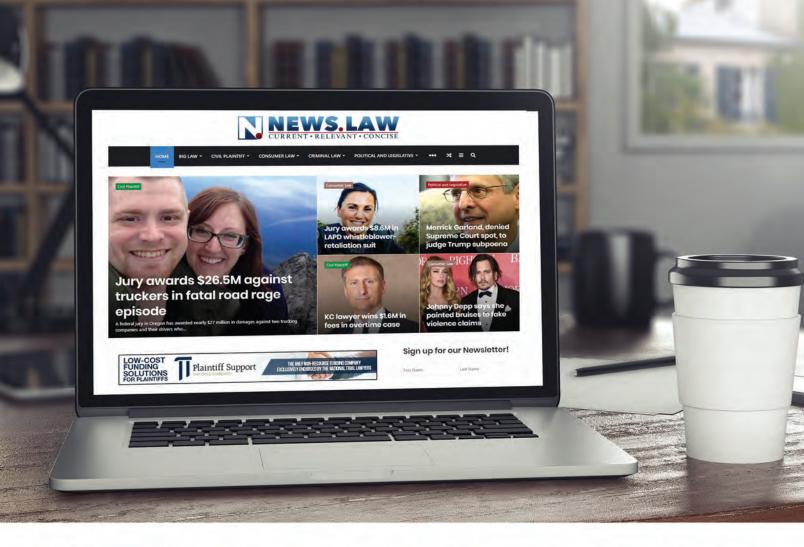
A benefit of this ad-supported content is that people are streaming it via the Internet. The Internet along with data companies, are the data sources of demographics, spending habits, and preferences. This data allows advertisers to serve ads to a very targeted audience. It doesn't even matter what they're watching because with OTT/CTV, you buy the audience, not the programs.

Of the 74% of US households that own a CTV device, some of those people have actually gotten rid of cable and satellite entirely and are *only* getting TV content through streaming. These people are

called "cord-cutters," and they make up about 34% of OTT streaming audiences. However, the other 66% of streaming households have a mix of traditional TV and streamed content (paid or unpaid). So, there's an overlap — not everyone is just turning into a cord cutter without traditional TV access.

There are so many channels, delivery sources, devices, and a plethora of programming and content available 24/7/365. Why? Because consumers want it and watch it! If you think television is dying, think again. While habits and consumption look different than it did just 5-10 years ago, television remains unrivaled in terms of reach and influence. In addition, the progression and acceptance of legal service advertising is really a moot point in 2019. While the Silent Generation, Boomers and the older end of the Gen Xers may recall a time when lawyers advertising on television wasn't accepted or prevalent, the Millennials, Gen Yers and those younger, only know a television ad environment inclusive of legal ads. It's now not only accepted, but expected. Many firms who have invested in television advertising are now recognized as "household brand names" in their local market(s). Yes, the television consumption environment has evolved. And even with all this change, TV remains a high performing media channel from the top of the funnel to the bottom, as a dominant driver of brand awareness and interest, web searches, relevance and consideration, and purchase/selection decisions by consumers. That's the power of TV. Yesterday, today, tomorrow and for the foreseeable future!

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TV, DIGITAL, AND THE 360-DEGREE BLENDED APPROACH

By Steve Nober, Consumer Attorney Marketing Group

According to a Pew Research Center survey conducted earlier this year, seven of ten adults in the United States use Facebook and three-quarters of users visit the social network daily. The Internet and social media have definitely impacted the way we receive information. Still, the number of TV households has been growing since 2000 and is currently close to 120 million. Television remains a powerful and cost-effective way to promote mass tort practice areas to a large audience.

When attorneys plan their mass tort marketing strategies, many have questions about whether they should invest heavily in television, focus on digital or utilize a mix of TV and digital. Is there a formula to deciding how much to invest in each platform?

There is no one-size-fits-all answer or formula to decide whether to focus on TV and offline advertising or digital platforms. Law firms and marketing agencies need to consider a firm's objectives and budgets to come up with a strategy to produce the best results. Once campaigns are running, firms and agencies should be continuously testing, looking at responses, whether phone calls or online activity, to gauge and adjust strategies and approaches.

THE POWER OF TELEVISION: REACH AND SCALE

Attorneys have been successfully advertising on television for decades. The legal industry continues to spend millions of dollars a year on TV advertising, with great results. Television gives firms the ability to get in front of a large audience. Television reaches close to 80% of the country's population on a given day and almost 100% within a month. When you're running a national mass tort campaign, that reach is significant. One advertisement can reach millions of people. The expansiveness of television's reach is especially effective at helping you scale a mass tort campaign.

In addition, television gives you the capability of targeting the demographic likely to respond to your ad. Finding your target demographic, as well as likely TV viewing habits, is an essential component of effective advertising. This allows you to drill down to the most likely networks or stations, dayparts, and other considerations when planning your media buying and placement strategy.

Benefits of TV

- Expansive reach
- Ability to scale campaigns
- Targeting capabilities to get your message in front of the most likely audience
- You can leverage the power of television in a cost-effective way





TARGETING YOUR TV AUDIENCE WITH SMART MEDIA PLACEMENT

Television has the potential to reach a very wide audience. However, to truly reap the benefits of television advertising, you need to target your spending on placements that are likely to bring results. To run effective campaigns, you need to get your message in front of the right audience in the right place at the right time. You'll get a higher return on your marketing investment and bring in cases at lower acquisition costs by using response data to drive media decisions.

By continuously tracking phone calls that come from your ad, analyzing response data, and optimizing your media spend based on the analysis of those results, you can significantly increase your probability of success. You or your agency can and should adjust your media buying on a regular basis to ensure your spending is targeting the approaches that drive the best responses. You should also trim placements that are not as effective.

THE POWER OF DIGITAL: GRANULARITY AND RETARGETING

Online advertising is an important component of a 360-degree marketing strategy. Digital platforms offer precise, granular targeting. With Facebook, for example, you can create audiences based on location, demographics, and interests. Location-based targeting can be drilled down as far as area zip code or a specific address radius. You can even set location targeting to track users through GPS to a location (geotargeting). Beyond basic demographic targeting, you can set detailed filters including education, life events, work, parental status, ad other criteria, based on a user's Facebook activity.

In addition, digital gives you the ability to instantly measure and change your strategies. If you aren't getting the results you want, you can quickly change your creative or other variables. Digital also provides opportunities for audience engagement, as well as prospecting and retargeting.

PROSPECTING AND RETARGETING

Precisely target your message to the right prospects Instantly measure and change your strategies Engage with prospective clients to establish your credibility and expertise Run prospecting and retargeting campaigns

Successful digital marketing requires continuously balancing between prospecting (finding new audiences) and retargeting to audiences who have already interacted with your content. Prospecting always works to drive new people into the funnel, but retargeting is where conversion happens. On Facebook, these approaches are based on the audiences you have selected. This helps you bring in prospects, as well as to continuously serve relevant ads for retargeting.

BLENDING STRATEGY

Television and digital advertising work well synergistically. Television provides great opportunity for scaling when you're running a mass tort campaign, while digital provides additional touchpoints such as paid search engine ads, audience retargeting, and social media. By marrying the two approaches, you can extend your reach and response, while targeting with a high degree of granularity. This helps you get your message in front of the right audience.

Because television advertising increases awareness, it can improve the response you get from Facebook ads or other digital media. Smart marketers combine the broad reach of television with the digital practices of segmentation, testing, and reengagement.

Additionally, the viewing habits of most Americans support using a complementary approach. Almost 9 in 10 Americans use a second device, such as a smartphone or tablet, while watching TV. Based on Nielsen data, internet researcher Mary Meeker found that 71% of TV viewers look up content related to what they are viewing while they are watching TV. This increases the likelihood that a viewer who sees your ad may visit your website or even fill out an online form.

Diversifying your marketing across multiple platforms is shown to increase your return on investment.

A study released by the Advertising Research Foundation looked at 5,000 campaigns for 1,000 brands in 41 countries. The study concluded that moving from one media platform to two increased ROI by 19%. With each additional platform, up to five, the brands increased their ROI by 35%.

A MEDIA AGNOSTIC APPROACH

Benefits of a Blending Strategy

- TV and digital work together synergistically
- TV provides scale with digital providing additional touchpoints
- Majority of Americans use a second device when watching TV
- Spreading marketing across multiple platforms increases ROI



When you're considering media strategy for a mass tort campaign, there is no magic ball or definite answer to which platform to use and how to divide your spending. It's best to take a media agnostic approach, learning through data and continuously testing the approach or balance that brings you a greater number of qualified cases and at a case acquisition cost that makes sense.

Television provides tremendous value for legal advertising and the ability to quickly scale mass tort campaigns. By continuously tracking responses and adjusting your media accordingly, as well as placing ads when they're most likely to be seen by your target audience, you can ensure you're investing wisely.

Instead of looking at this as digital replacing television, digital should be seen as a complment to your media program. There is no formula that works for every firm under every circumstance. Choosing the right placement for your advertising and marketing depends on your objectives, budget, and other considerations. Once you have a mix in place, you need to continuously test and adjust to increase your odds of success.





Elevating Ethics and Standards

Visit out website at www.mtva.law to learn more about the MTVA and see our membership:

"Best in Class Vendors Serving the Mass Torts Legal Community"

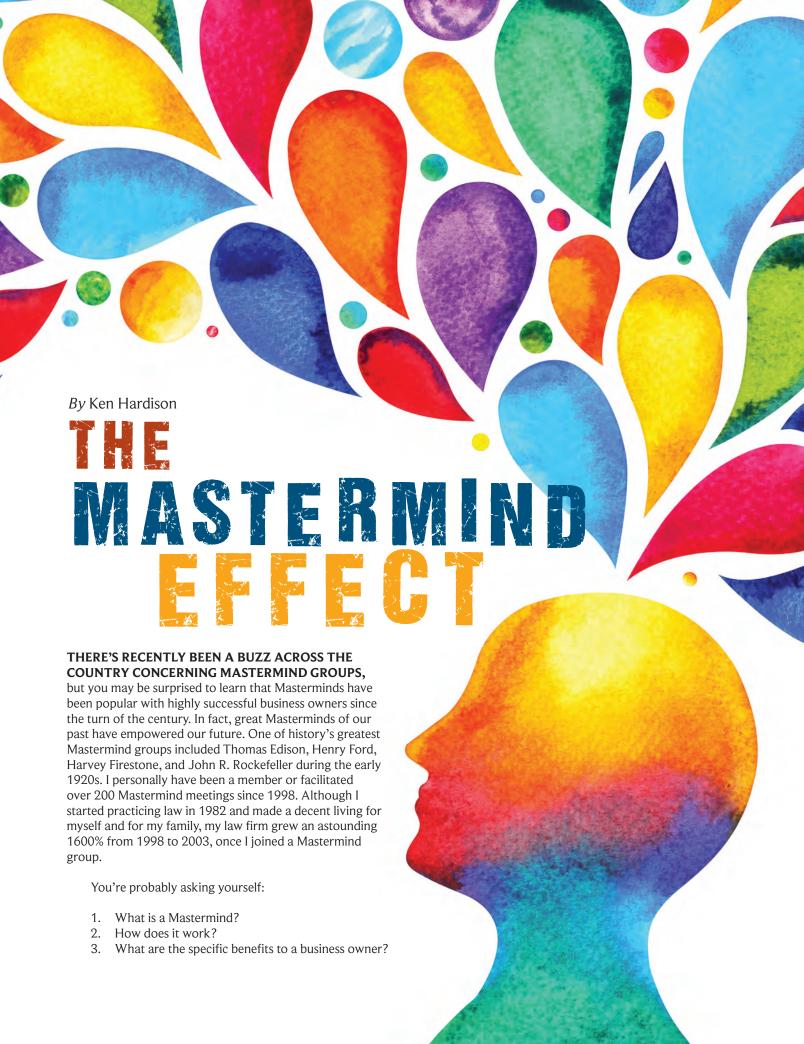
Purpose

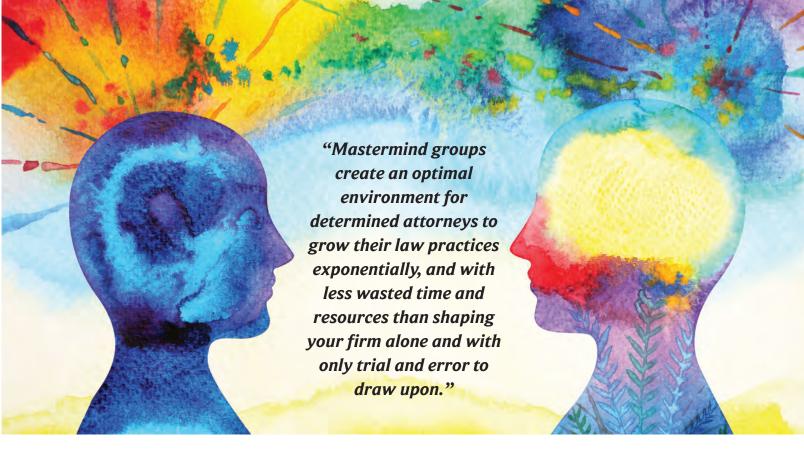
We strive to set vendor standards for "Best Practices" within the mass tort legal community based on ethical ideals and practices that will elevate the quality of client services, distinguish members to existing and potential clients, and earn the trust of trial lawyers.

Vision

Our vision is to create a collaborative network of the industry's leading and most knowledgeable vendors in the mass tort field while promoting trusted and tested ethical best practices for the purpose of defining and recognizing "Best in Class" vendors for trial lawyers.

To learn more about our application process to join, visit our website or contact Trevor Goins, Membership Director at membership@MTVA.law or 334-944-2110.





WHAT IS A MASTERMIND?

A Mastermind group is a peer-to-peer mentoring group whose purpose is to help each individual member solve his or her problems with input and advice from the other group members. The concept was coined in 1925 by author Napoleon Hill in his book, *The Law of Success*, and described in more detail in his 1937 book, *Think and Grow Rich*. As Hill noted, a Mastermind is: "two or more people coming together in harmony to solve problems."

A Mastermind group is really like having your own private board of directors. As my mother used to say, "You are who you hang around." American entrepreneur Jim Rohn stated it this way: "You are the average of the five people you spend the most time with." Success truly breeds success. It is the wise man or woman who recognizes that they do not know it all, and are willing to learn from others. Mastermind groups create an optimal environment for determined attorneys to grow their law practices exponentially, and with less wasted time and resources than shaping your firm alone and with only trial and error to draw upon. As a member of a Mastermind, you find yourself in roundtables with other similarly situated and motivated attorneys or business leaders, hyper-focused on each member's victories and challenges. Ideas are exchanged and motivation is heightened, as each member shares and learns from the other members in a way that sharpens all participants, as iron sharpens iron.

HOW DOES A MASTERMIND WORK?

Although there are some local masterminds that meet on a monthly or weekly basis, the model that I have been associated with over the last 21 years consists of members joining together in live, two-day meetings held three times per year, with

approximately 10 to 16 people in a group. This sized group is large enough to encourage a wealth of free-flowing ideas to draw upon and small enough that all members are able to participate fully within the two-day time frame. Meeting once every four months or so ensures there is time for each member to implement new strategies they've learned, receive consistent accountability and to generate momentum that is lost when meetings occur online or sporadically, only once or twice each year.

In a traditional Mastermind format, such as those I have facilitated or attended through the years, each member takes turns presenting the marketing and management strategies that they have been working on recently or since the last meeting. They share what has proven successful, including specific strategies, techniques, helpful vendors, etc. Just as importantly, they also share whatever challenges or obstacles they have been facing and gain insight, suggestions and ideas from their fellow members. Invariably there will be round table discussion on a variety of relevant subject matters such as how to pay associates, how to scale a law firm, how to systematize a law firm, etc. Sometimes leading industry experts or thought leaders are brought in to speak to the group, teaching on a critical concept or strategy, and members are allowed and encouraged to pick their brains in this small setting.

After more than 20 years creating and/or participating in Masterminds, I've come to believe that one of the keys to a successful mastermind is having a good facilitator. A facilitator is the person that sets the agenda and keeps the meeting moving. They should engage those members who are less vocal and respectfully but firmly quiet down the members who are too vocal or monopolize the group. It also helps when the facilitator is an expert in the field that he or she is facilitating. In some respects the Mastermind facilitator is like an orchestra leader who helps the various instruments come together effectively to produce the music of the Mastermind.

It is also important that the facilitator or organizer place members in the specific group that will be most beneficial both for the individual member's growth as well as the mutual edification of the group at large. For example, I have always strived to create the right "fit" within each Mastermind group; Attorneys new to the practice of law or marketing and management concepts, or who have very small practices, do not need to be in the same group with those whose firm's are larger, and who are more adept at navigating the complexities of Digital Marketing, and whose pressure points and challenges are vastly different from novice. While there is much to learn in each group, optimal placement ensures that the members are "equally yoked." Otherwise, members feel dissatisfied and the exchange of ideas is not as successful. I like to think of it as a coach might in selecting the players for a team, and in placing them in either the major or the minor leagues.

In the Masterminds that I've done with PILMMA over the years, we have also found it helpful to create private Facebook groups and a private Listserv email for each Mastermind group so that they can converse privately in between the in-person meetings (which are held every four months.) The fostering of these communication lines and networking enriches the relationships within the group as well as the dialogue and exchange of ideas both inside and outside the meetings.

WHY DO MASTERMINDS WORK?

Masterminds work because there's power in numbers. Different people have differing strengths as well as life experiences. Each member of a Mastermind brings a unique perspective and the sum becomes greater than its individual parts. Other members bring fresh insights to the table or share a perspective that sparks ideas within your own mind that you have never thought of or considered before. Masterminds are also gathering places for like-minded individuals. For most of us law firm ownership can feel like being on an island; Our significant others or family members usually don't fully understand where we are coming from or appreciate our pressure points, challenges, stresses or victories as law firm owners. The other members of a Mastermind do understand where you're coming from and where you want to go, because they are in the same or similar place. There is a rich dialogue and flow of fresh ideas, winning strategies, understanding and empathy. By helping each other, common bonds are formed and strengthened within the Mastermind group.

Masterminds also provide much needed built-in accountability. Friendly or good-spirted accountability between the members works to propel each member forward. Members know that they will be asked to share/present a status/progress report at each meeting, including what has happened in the last few months, both good and bad. Few members want to come empty handed or ill-prepared. There is a strong desire to show the other members what each has accomplished since the last meeting.

Masterminds are mind opening and game-changing. They open minds through the exchange of ideas and speed implementation as a result of renewed motivation as well as built-in accountability. The fact that each member usually has to pay a significant membership fee means each member is vested and desires to get their money's worth out of the meetings. I found out many, many years ago that if people don't have skin

in the game, they don't take it seriously and the achieved results reflect this apathy. In Masterminds, participants are part of a team and the members cheer one another's successes and are also there to help you brainstorm when you experience failures, or as I like to call them, your "learning experiences."

11 REASONS YOU SHOULD JOIN A MASTERMIND

- 1. You become part of an exclusive community.
- 2. You have a genuinely interested and valuable support network.
- 3. You begin to think bigger.
- 4. You experience synergy with other members, allowing you to get things done that you never thought possible.
- 5. You gain new perspectives on things that you may have thought about previously but never really got serious about.
- 6. You receive honest feedback and advice and invaluable brainstorming from similarly situated individuals.
- 7. You are better able to eliminate blind spots and are able to create shortcuts to success because you are learning from other's mistakes, and not wasting time and money in unnecessary trial and error.
- 8. You are able to leverage your experience as well as the skills of all the other members in you Mastermind. Imagine having 10x the individual brainpower, laser focused on finding solutions to your firm's challenges!
- 9. You become inspired to tackle projects and goals that you once thought were unattainable.
- 10. You have clarity in areas that were previously blurry by virtue of the insights and perspective of fresh unbiased minds. 11. You establish new habits for success and experience faster

implementation because of the friendly accountability.

SUMMARY

In summary I can tell you that there was no way I would be where I am today if it had not been for the various Masterminds that I've been in since 1998. At present, I facilitate five different lawyer Mastermind groups which each meet three times a year. In addition, I am a personal member in two additional non-lawyer entrepreneur Mastermind groups with business owners from all over the world, including Scotland, England, Guatemala and the Philippines. I recently finished a one-year Mastermind program with bestselling author and entrepreneur, Jay Abraham, in which I paid \$50,000.00 for membership. (that alone should tell you how much I believe in the *power* of Masterminds for exponential growth and advancement!) There is no substitute for the Power of a Mastermind and encourage each of you to explore the possibility of joining a Mastermind or forming your own Mastermind today.

Ken Hardison is the founder and president of PILMMA, an educational based company that provides strategic mentoring, and Mastermind membership for lawyers looking to grow their law firms. Often referred to as the "Millionaire Maker," Ken grew and sold two seven figure law firms before devoting his time exclusively to helping other lawyers grow their firm's through Legal Marketing and Management education, coaching, consulting and Masterminds. Feel free to contact Ken via email at Ken@pilmma.org.

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CONNECTED TV

THE NEW FRONTIER IN TARGETED DIGITAL ADVERTISING

By Dan Goldstein

YOU MAY BE ONE OF THE BIGGEST TV ADVERTISERS IN YOUR MARKET. IT IS PROBABLY WORKING WELL. YOU ARE GENERATING LOTS OF LEADS AND CASES. SO WHY ROCK THE BOAT?

Times change. Remember, it was only a few years ago that big yellow page advertisers were saying the same thing. I am not advocating that you stop advertising on broadcast and cable TV — far from it. If it is working, keep using it. However, there is no question that you should you consider advertising on Connected TV to supplement your current advertising campaigns.

This article is a brief primer on Connected TV that explains why you should set aside some of your budget to make it a part of your advertising strategy.

What is Connected TV?

You are going to hear a lot of people talking about Over the Top (OTT) and Connected TV (CTV) in the coming months and years. So what exactly are they talking about?

Connected TV simply refers to televisions that you can connect to the Internet

to access additional content beyond what cable and satellite services provide. A smart TV is a television set with integrated Internet connectivity. However, anyone can make their current TV "smart" with OTT devices that enable Internet connectivity. Examples of OTT devices are Roku, Apple TV, Google Chromecast, and Amazon Fire TV Stick.

When we talk about OTT or CTV advertising, we are simply talking about advertising to consumers while they are viewing TV programs via the Internet using apps on these devices. With OTT advertising, your ad is delivered via the Internet rather than via broadcast or cable.

Who is watching OTT/CTV?

How many people really are watching programs on Connected TVs? The answer is: *a lot*!

- Every TV sold today is a smart TV
- More and more people are "cutting the cord". On top of that, many Millennials never had a cord to begin with. They flow seamlessly from one app to another, whether it is on their smartphones, their tablets, their laptops or their smart TVs.
- More and more people use Roku or similar devices to watch TV. My 80+ year-old parents use their Roku device to watch TV and they are very comfortable with it.

"Global video advertising platform Innovid analyzed the 100 billion impressions served on its platform in 2018 — representing nearly one-third of all US video impressions — and found that 28% of impressions were served on CTV in 2018, up from 17% the previous year. In addition, CTV ads accounted for \$8.2B out of \$70B global TV advertising spend that year." (apex. aero/2019/07/16/connected-tv-growth-advertisers)

The people watching Connected TV are watching the same programs that you are watching through your cable or satellite connected TV. They are just watching those programs online through Connected TV. And, unless you are using OTT advertising, you are not hitting them with your TV advertising.

What are the benefits of advertising on Connected TV?

There are a number of clear benefits to using Connected TV advertising to market your law firm. Following are a few of the more obvious ones:

• Highly targeted. Because your Connected TV is connected to the internet, it has a huge advantage: Your ads will be delivered to the exact audience you want which means they will be more likely to respond to your message and more open to your brand. Data driven technology allows you to present your ad to the precise audience you select based on geography (down to the zip code), demographics (identify the gender, income, ethnicity, etc.), and interest (people who's online behavior fits the

profile of your target audience). There is no waste.

- Accurate measurement. You can measure the delivery and the effectiveness of your CTV ad campaign in real time. Our system allows you to see the exact number of impressions by zip code, channel, daypart, age, gender, household income, etc. Best of all, you can eliminate the attribution guesswork by adding a pixel to your ads so that we can track calls from the same IP identifying someone who has called you after seeing your ad on a connected device.
- Cross-device retargeting. You can re-engage your viewers across multiple devices. This means that your display ads, social media ads, etc. can be more effective as the same audience will see those ads when they are online on their other devices

• OTT/CTV ads are unskippable.

Unlike your broadcast and cable ad campaigns, you don't have to worry about a program being recorded on the DVR. That means that there is no fast-forwarding through your commercial. We typically see 95% completion rates on CTV, meaning the vast majority of your ads will be seen in their entirety.

• No preemptions. This benefit is particularly relevant now given the upcoming political season and the huge dollars that will be spent by political parties and PACs at the federal, state and local levels. Your ads are guaranteed to be seen by your target audience. This also means that you can hit your audience during primetime hours without paying a premium for it.

How can precision targeting help with my TV campaign?

Precision targeting through Connected TV can only improve the effectiveness of your ad campaign. Not only will your add hit the precise geographic and demographic audience you select, but it will target people whose online behavior makes them more likely to be responsive of your ad. Just a few examples could include:

- Motorcycle enthusiasts. Build your motorcycle injury client docket by targeting an audience that you know is interested in motorcycles. While you can run TV ads on certain programs that motorcycle enthusiasts are more likely to watch, with CTV, you know that every single one of your ads will hit people who have an interest in motorcycles based on their online search history.
- Nursing home abuse and neglect clients. When someone suspects that their loved one is being abused or neglected in a nursing home or assisted living facility, they will go online to learn about their options. Once they do that, they have indicated an interest relevant to your services and you can advertise directly to them.
- People who have searched for motor vehicle accident lawyers. Most people who search for motor vehicle accident attorneys, don't hire their lawyer on day one. You can influence their decision by putting your brand and targeted messaging in front of them when they are considering whom to hire.
- Specific diseases and conditions. Someone who has been harmed by a defective drug or device may search for information about that drug or device or the injury or condition that it caused. With CTV, you can present mass tort ads to individuals who have done those searches.

Do it before your competitors beat you to it.

Connected TV is a real opportunity. All major networks are expected to have direct to consumer OTT channels within the next three years. Your competitors will be taking advantage of it — and not just the other major advertisers in your market. The little guys will be there too because advertising on Connected TV allows you to microtarget your audience by zip code, demographics and interest. This means that many personal injury law firms that today are effectively blocked from the TV market because of cost will see CTV as an opportunity to build their brands with highly targeted audiences without breaking the bank. If you want to maintain your dominant

If you want to maintain your dominant advertising position in your market, you need to be a player on Connected TV.



YOU ARE (PROBABLY) DOING IT WRONG

By Eric Coffman — COO of Colombo Law and Founder of Lead Docket

Almost every lawyer counts the cases they signed but they don't count the cases they didn't sign. Why? Because they don't know what they missed. Ignorance is not always bliss, especially when it comes to significant lost revenue for your firm. Perhaps right now, you are saying to yourself, "I get every case that I want." Sure, every lawyer says that.

Can you honestly say you know what happened with every lead that came into your office last month? Of course not. These lost opportunities will simply convert to revenue for your competition. Can you afford to help promote your competition's business?

It starts with intake. Your intake process must be perfect for every single lead that contacts your firm. If not, those leads will simply contact your competitors. One lead could be worth *millions*. You spend a tremendous amount of time and money marketing just to get the phone to ring. Without a robust intake process and complete accountability, you are throwing money away.

Do you really think you are getting all the leads you want? The answer is no. Your competitors are signing those leads up before you can even say the word "intake." Now you may be thinking that your firm is plenty profitable and there are no holes in your business strategy. The truth is, you could do better. But how?

Quickness and Persistence

It's simple — if you call your new leads immediately, there's no way for them to call your competitors. Contacting a lead within one minute after initial contact will increase your chances of conversion by up to 400%! Waiting just 30 minutes will *lower* your chances of conversion by about 329% (Source: Velocify Study).

However, not everyone prefers a phone call; some prefer to communicate via Text or Email. So why not do all three? You should not only be calling your leads, but also sending them friendly texts and emails with information about your firm to get them started in the intake process as quickly as possible.

What if they don't answer? You call, text and email with no response — then the *chase* begins. If you give up after only one attempt at contact, your chances of converting that lead is only 48%. Each additional attempt increases your chance of conversion significantly — chasing through six attempts will boost your conversion rate to up to 93%. Be patient and follow up with your outstanding leads every few hours. This process alone could result in 40% more signed up cases.



Organization

You spend your hard-earned money on advertising to acquire your leads. The last thing you want to do is let these leads go to waste just because you do not have an organized way of keeping track of them.

I often see firms try to manage leads out of their email inbox or from paper intake forms. This will not cut it! Not only do you waste precious hours trying to find specific leads, there's also no systematic way to ensure follow-ups are being completed in a timely fashion.

I recently spoke with a firm with a seven-figure marketing budget that uses Post-It notes to keep track of their leads! They were confident that they get "99% of the cases" they want. Obviously, that isn't the reality.

Other firms are better with organization and use spreadsheets intake features in their Case Management System to organize lead information. This is an improvement but there is no way to have a systematic workflow for every scenario in your intake process.

Case management systems are designed to manage cases, *not* intake.

Know Your Data

Do you know the answers to the following questions?

What is your cost per lead? Cost per case?

How many leads came in from your Web Chat last month? How many of those did you sign up?

Which of your intake staff signed up the most leads this year?

What's the average fee and case duration of each of your practice areas?

What is your Return on Investment (ROI) on all PPC leads last quarter?

This information is useful for various reasons including making better marketing decisions, evaluating staff members, improving business strategies and more. You don't want to just guess when deciding how to allocate your money towards advertising. Imagine having a way to collect and organize all this data with no effort or stress. *How is this possible?*

The Solution: Intake Management System

Buckling down on the intake process is crucial for success in your firm. Having a separate system such as Lead Docket to manage the intake (or "sales") aspect of your firm is a no-brainer. Typically, this process is managed by separate staff members as well (or at least it *should* be) which will help separate the Intake Management and Case Management workflows.

Choosing the right tool can help your firm increase the number of signed cases while actually saving time and removing additional effort. Let's recap the issues mentioned above and talk about the possible solutions your intake management tool should offer...

Quickness and Persistence — When a lead fills out a website form, submits a web chat or is submitted from a lead generation service, a call should be made within seconds or minutes. Think about it, the lead already considered *your* firm to do business with, now you have to seal the deal! Robust intake systems should integrate with *all* of your third-party sources to allow lead data to be posted onto one dashboard automatically, instead of fishing these leads out of your email. You should be able to open the lead's submission and complete the intake form, all in one system.

Additionally, your system should remind your staff to follow up with leads they can't initially connect with. Tasks should be given to individual staff members which them to call, text and email leads. *Still can't get ahold of them?* Your system should remind you to keep chasing leads through at least six attempts.

Text and Email — When you are chasing your leads, your intake system should also send automated and personalized texts and emails. All your staff should need to do is make a call attempt and then place a lead into a specified chase workflow and the respective messages should send instantly.

These automated messages should send for any workflows that occur in the intake process. Some examples include following up on sent contracts, sending scheduled appointment reminders and asking someone for a review after a case is closed. Manual messages should also be able to be sent and received within the system, allowing you to communicate with leads without having to use your personal cell number.

Organization — It would be great if your intake system outlined every single outstanding lead in the intake process for you on one screen. Well, that's *exactly* what it should do. Intake staff should work together to keep up with leads placed in various workflows throughout the intake process by looking at one dashboard.

High volume firm? Automated tasks should be assigned the respective staff member that is responsible for a specific lead. These tasks should be designed to match your workflow so leads are followed-up with in a timely fashion. It would be most efficient to see your outstanding tasks, unread messages and leads from third-party sources all on one screen.

Know Your Data — Through integrations, your intake system should keep track of lead sources for you automatically — whether it's a lead that is submitted electronically or someone who calls one of your call-tracking numbers. Never again should you have to worry about where your leads are coming from.

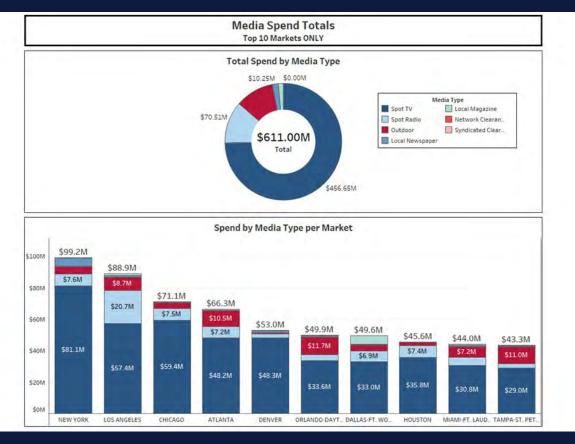
Ultimately, you should be able to run various reports using the source data the system is gathering for you. Keep track of your marketing expenses and any fees/settlements to know your ROI for each specific source and calculate things like Cost Per Lead and Cost Per Case. Beyond source information, your intake system should help you figure out how well your staff are converting leads and other data to help you run your business.

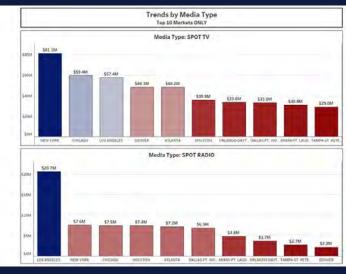
After considering these factors, do you still think you get every case that you want? If not, what are you going to do to fix it?

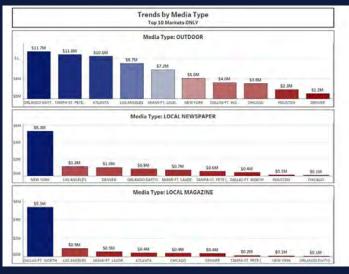


COMPARE YOUR SPENDING

TO THE TOP 10 MEDIA MARKETS IN THE NATION









The A-List is comprised of the ten most influential law firms from 100 of the nation's top media markets. These firms have a combined spend of \$850,784,042.00 on advertising.

- 1. MORGAN & MORGAN
- 2. MORRIS BART
- 3. FRANKLIN D AZAR & ASSOCIATES
- 4. JIM ADLER & ASSOCIATES
- 5. BARNES FIRM
- 6. THOMAS J HENRY
- 7. SAM BERNSTEIN LAW FIRM
- **8. KENNETH S NUGENT**
- 9. LOS DEFENSORES
- **10. CELLINO & BARNES**
- 11. GLEN J LERNER
- **12. CONSUMER LAW GROUP**
- **13. GEORGE SINK INJURY LAWYERS**
- 14. MIKE SLOCUMB LAW FIRM
- **15. SAIONTZ & KIRK**
- **16. DAN NEWLIN & PARTNERS**
- **17. RUBENSTEIN LAW**
- **18. GORAYEB & ASSOCIATES**
- **19. MONTLICK & ASSOCIATES**
- **20. DOMINGUEZ FIRM**
- **21. MCKERNAN GORDON INJURY ATTORNEYS**
- **22.** ALEXANDER SHUNNARAH & ASSOCIATES
- 23. LONCAR ASSOCIATES
- 24. PARKER WAICHMAN
- 25. JOHN FOY & ASSOCIATES
- **26. JACOBY & MEYERS**
- **27. STEINGER ISCOE & GREENE**
- 28. WAYNE WRIGHT

- 29. MIKE MORSE LAW FIRM
- 30. LERNER & ROWE
- **31. THOMPSON LAW**
- 32. KETTERMAN ROWLAND & WESTLUND
- 33. DUDLEY DEBOSIER
- **34. ANASTOPOULO AKIM**
- **35. WETTERMARK & KEITH**
- **36. EDGAR M SNYDER & ASSOCIATES**
- **37. JAMES SCOTT FARRIN**
- **38. HUGHES & COLEMAN**
- **39. BERG INJURY LAWYERS**
- **40. DAVIS LAW FIRM**
- 41. FARAH & FARAH
- **42. COCHRAN FIRM**
- **43. KELLER & KELLER**
- 44. KEN NUNN
- **45. NAHON SAHAROVICH & TROTZ**
- **46. ISAACS & ISAACS**
- **47. WILLIAM MATTAR**
- **48.** LORENZ & LORENZ
- **49. CORDELL & CORDELL**
- 50. GINARTE GALLARDO GONZALEZ & WINOGRAD
- **51. GRUBER LAW OFFICES**
- **52. HUPY & ABRAHAM**
- 53. BLACKBURN & GREEN
- **54.** SOKOLOVE LAW
- **55. BROWN & CROUPPEN**
- **56. GLASER JIM LAW**
- **57.** GARY MARTIN HAYS & ASSOCIATES
- **58. SAWAYA LAW FIRM**
- **59. LAW TIGERS**
- **60.** KANNER & PINTALUGA
- 61. HAWK LAW FIRM
- **62. LARRY H PARKER**
- **63. PINTAS & MULLINS LAW FIRM**
- **64. BACHUS & SCHANKER**

- 65. GOLDBERG & OSBORNE
- 66. TERRY BRYANT
- 67. FIEGER LAW
- **68. BEN CRUMP**
- **69. STEINBERG LAW FIRM**
- 70. GERACI LAW
- **71. BEN ABBOTT & ASSOCIATES**
- 72. SIEGFRIED & JENSEN
- 73. MICHAEL HOSTILO
- 74. UVALLE LAW FIRM
- **75. JACOB ORESKY & ASSOCIATES**
- **76. MONGE & ASSOCIATES**
- 77. MCBRIDE SCICCHITANO & LEACOX
- 78. MALMAN LAW
- 79. RICHARD SCHWARTZ & ASSOCIATES
- **80. WINTERS & YONKER**
- **81. MCDIVITT LAW FIRM**
- **82. MAUNE RAICHLE HARTLEY FRENCH & MUDD**
- 83. GILMAN & BEDIGIAN
- **84. WEITZ & LUXENBERG**
- **85. BART DURHAM INJURY LAW**
- **86. HASTINGS & HASTINGS**
- **87. DISPARTI LAW GROUP**
- 88. RAND SPEAR
- 89. RUSS BROWN
- 90. BURNETTI
- 91. ROBERT J DEBRY & ASSOCIATES
- 92. POND LEHOCKY STERN GIORDANO
- 93. CARTER MARIO
- 94. RIDDLE & BRANTLEY
- 95. JACOB EMRANI
- **96. JOEL BIEBER**
- 97. HENSLEY LEGAL GROUP
- 98. HARRELL & HARRELL
- 99. BREYER LAW OFFICES
- 100. AMI MORGENSTERN



ALBANY-SCHENECTADY-TROY

\$4,813,521

MARTIN HARDING & MAZZOTTI FINKELSTEIN & PARTNERS RICHARD D CERESIA JAMES TRAURING & ASSOCIATES ELLIS LAW GUY J CRISCIONE RYAN MEIER LAW FIRM JEFF ANDERSON & ASSOCIATES

ALBUQUERQUE-SANTA FE

\$10,970,069

RON BELL INJURY LAWYERS
KELLER & KELLER
GLASHEEN VALLES & INDERMAN
LERNER & ROWE
MCBRIDE SCICCHITANO & LEACOX
WHITENER LAW FIRM
PARNALL LAW FIRM
ELIAS LAW
DAVID C CHAVEZ
BRANCH LAW FIRM

ATLANTA

\$66,267,155

MORGAN & MORGAN
MONTLICK & ASSOCIATES
KENNETH S NUGENT
JOHN FOY & ASSOC
GARY MARTIN HAYS & ASSOCIATES
MONGE & ASSOCIATES
KANNER & PINTALUGA
ORLANDO FIRM
BEN CRUMP
W CALVIN SMITH

AUGUSTA

\$6,644,855

GEORGE SINK INJURY LAWYERS
KENNETH S NUGENT
MICHAEL HOSTILO
EICHHOLZ LAW FIRM
JOHN FOY & ASSOCIATES
HAWK LAW GROUP
KANNER & PINTALUGA
CLAEYS MCELROY-MAGRUDER &
KITCHENS
TED A GREVE & ASSOCIATES
KEN NUNN

The A-List is comprised of the ten most influential law firms from 100 of the nation's top media markets and recognizes the advertising of law firms on a regional level. The figures that are listed below each media market are reflective of the of the total spend of the top 10 firms for that market.

AUSTIN

\$19,213,630

THOMAS J HENRY LORENZ & LORENZ WAYNE WRIGHT DANIEL STARK FUNK & ASSOCIATES TONY NGUYEN BONILLA LAW FIRM JAMES SANDOVAL DAVID KOMIE YOHANA SAUCEDO

BAKERSFIELD

\$2,632,144

FINE MICKEY
JOHNSON ATTORNEYS GROUP
CHAIN COHN STILES
RODRIGUEZ & ASSOCIATES
BERRY SMITH & BARTELL
CAMPBELL WHITTEN
OREN & OREN
YOUNG WOOLDRIDGE
LARRY H PARKER
LOS DEFENSORES

BALTIMORE

\$21,385,893

SAIONTZ & KIRK
GILMAN & BEDIGIAN
YOST LEGAL GROUP
MIKE SLOCUMB LAW FIRM
SNYDER LAW GROUP
COCHRAN FIRM
DAMORE PERSONAL INJURY LAW
MERING & SCHLITZ
SNYDER LITIGATION TEAM
PETER T NICHOLL

BATON ROUGE

\$14,932,703

MCKERNAN GORDON INJURY
ATTORNEYS
MORRIS BART
DUDLEY DEBOSIER
GAUTHIER AMEDEE
KETTERMAN ROWLAND & WESTLUND
MURPHY LAW FIRM
SPENCER H CALAHAN
MCGLYNN GLISSON & MOUTON
BARON & BUDD
MURRAY & MURRAY

BILOXI-GULFPORT

\$2,459,146

MORRIS BART
MALONEY-FROST
ALEXANDER SHUNNARAH
& ASSOCIATES
LOCOCO LOCOCO & GATEWOOD
KNIGHTLINE LEGAL
ANDY CITRIN
DAVIS & CRUMP
SOKOLOVE LAW
MAYHONE ELDER LAW
VARNADO LAW FIRM

BIRMINGHAM (ANN TUSC)

\$21,974,444

ALEXANDER SHUNNARAH
& ASSOCIATES
WETTERMARK & KEITH
MORRIS BART
MORGAN & MORGAN
MIKE MIKE SLOCUMB LAW FIRM
PITTS & ZANATY
STEPHEN L KLIMJACK
NORRIS INJURY LAWYERS
CLARK JAMES HANLIN & HUNT
GUSTER LAW FIRM

BOSTON (MANCHESTER)

\$27,645,812

MORGAN & MORGAN
JIM GLASER LAW
JASON STONE INJURY LAWYERS
SOKOLOVE LAW
BARRY FEINSTEIN & AFFILIATES
CERVIZZI & ASSOCIATES
MARK E SALOMONE
KILEY LAW GROUP
CORDELL & CORDELL
MORGAN & MURPHY

BUFFALO

\$8,116,695

CELLINO & BARNES
WILLIAM MATTAR
BROWN CHIARI
ROBERT D BERKUN
LIPSITZ & PONTERIO
KENNETH HILLER
CONNORS & FERRIS
FRANK M BOGULSKI
NICHOLAS PEROT SMITH BERNHARDT
& ZOSH
JEFFREY FREEDMAN

CHARLESTON SC

\$12,887,316

GEORGE SINK INJURY LAWYERS
HAWK LAW FIRM
SHELLY LEEKE LAW FIRM
ANASTOPOULO AKIM
JOYE LAW FIRM
HOFFMAN LAW FIRM
STEINBERG LAW FIRM
BILL GREEN
CLEKIS LAW FIRM
JOHN PRICE LAW FIRM

CHARLESTON-HUNTINGTON

\$7.722.954

FARMER CLINE & CAMPBELL
WARNER LAW OFFICES
STEWART BELL
MIKE SLOCUMB LAW FIRM
JOEL BIEBER
SEGAL LAW FIRM
HILL PETERSON CARPER BEE &
DEITZLER
VITAL & VITAL
WOELFEL & WOELFEL
BURNSIDE LAW

CHARLOTTE

\$8,298,864

JAMES SCOTT FARRIN
CRUMLEY ROBERTS
MICHAEL A DEMAYO
CAMPBELL & ASSOCIATES
OXNER & PERMAR
DOWNER WALTERS & MITCHENER
TED A GREVE & ASSOCIATES
CLAUSON LAW FIRM
STEWART LAW OFFICES
SOKOLOVE LAW

CHATTANOOGA

\$3,256,847

WETTERMARK & KEITH
MCMAHAN LAW FIRM
MASSEY & ASSOCIATES
WARREN & GRIFFIN
DENNIS & KING LAW FIRM
EPSTEIN ERON H
W THOMAS BIBLE JR
TOM BIBLE LAW
MARK T YOUNG & ASSOCIATES
MAUNE RAICHLE HARTLEY FRENCH &
MUDD

CHICAGO

\$71,136,203

CONSUMER LAW GROUP
GLEN J LERNER
PINTAS & MULLINS LAW FIRM
GERACI LAW
MALMAN LAW
DISPARTI LAW GROUP
ANKIN LAW OFFICE
KENNETH J ALLEN LAW GROUP
DEBTSTOPPERS
IEFFERY M LEVING

CINCINNAT

\$3,481,518

OCONNOR ACCIANI & LEVY
BLAKE R MAISLIN
LEVY LAW OFFICES
ELK & ELK
ERIC A STEIDEN
CORDELL & CORDELL
YOUNG REVERMAN & MAZZEI
BURG SIMPSON ELDREDGE HERSH &
JARDINE
YOUNG GREGORY S
ARNOLD S LEVINE

CLEVELAND-AKRON (CANTON)

\$9,676,516

NURENBERG PARIS HELLER &
MCCARTHY
KISLING NESTICO & REDICK
FRIEDMAN DOMIANO & SMITH
LANDSKRONER GRIECO MERRIMAN
ELK & ELK
RAUSER & ASSOCIATES
ESHELMAN LEGAL GROUP
BECKER LAW FIRM
TIM MISNY
BIG AL

COLORADO SPRINGS-PUEBLO

\$9,733,336

FRANKLIN D AZAR & ASSOCIATES
HEUSER & HEUSER
MCDIVITT LAW FIRM
SAWAYA LAW FIRM
BURG SIMPSON ELDREDGE HERSH &
JARDINE
ANDERSON & LOPEZ
RAMOS LAW
SCHWEBEL GOETZ & SIEBEN
NORTON FRICKEY
GIELAROWSKI LAW FIRM

COLUMBIA SC

\$8,696,792

GEORGE SINK INJURY LAWYERS
ANASTOPOULO AKIM
MCWHIRTER BELLINGER & ASSOCIATES
LEEKE SHELLY LAW FIRM
HAWK LAW FIRM
JOYE LAW FIRM
PEAKE & FOWLER
KANNER & PINTALUGA
STANLEY LAW GROUP
ATKINS LAW FIRM

COLUMBUS GA

\$5,057,847

KENNETH S NUGENT
MORGAN & MORGAN
MICHAEL HOSTILO
JOHN FOY & ASSOCIATES
BRUCE GARY
MONTLICK & ASSOCIATES
MIKE SLOCUMB LAW FIRM
FORREST B JOHNSON & ASSOCIATES
KEN NUNN
STILLER DISABILITY LAW

COLUMBUS OF

\$7,262,841

KISLING NESTICO & REDICK
OCONNOR ACCIANI & LEVY
SCOTT W SCHIFF & ASSOCIATES
COLOMBO LAW
KEVIN F KURGIS
MICHAEL D CHRISTENSEN
GBM LAW
RAUSER & ASSOCIATES
ELK & ELK
SMITH LAW OFFICE

CORPUS CHRISTI

\$3,102,776

HENRY THOMAS J
WAYNE WRIGHT
DAVIS LAW FIRM
HERRMAN & HERRMAN
LAW TIGERS
PATEL FIRM
BONILLA & CHAPA
MARTINEZ REY LAW OFFICE
MELODY COOPER ATTORNEY AT LAW
KETTERMAN ROWLAND & WESTLUND

DALLAS-FT. WORTH

\$49,647,051

JIM ADLER & ASSOCIATES THOMPSON LAW BEN ABBOTT & ASSOCIATES LONCAR ASSOCIATES UVALLE LAW FIRM DOMINGO GARCIA JUAN CARLOS HERNANDEZ GODSEY LAW FIRM JOHN R SALAZAR MONTGOMERY LAW

DAYTON

\$3,044,180

DYER GAROFALO MANN & SCHULTZ
ELK & ELK
BLAKE R MAISLIN
HORENSTEIN NICHOLSON &
BLUMENTHAL
KEVIN F KURGIS
ATTKISSON LAW FIRM
THORSON SWITALA MONDOCK &
SNEAD
HOCHMAN & PLUNKETT
WRIGHT & SCHULTE
CASPER & CASPER

DENVER

\$53,047,931

FRANKLIN D AZAR & ASSOCIATES
BACHUS & SCHANKER
SAWAYA LAW FIRM
MCBRIDE SCICCHITANO & LEACOX
LEVINE LAW
BURG SIMPSON ELDREDGE HERSH &
JARDINE
MCDIVITT LAW FIRM
ANDERSON HEMMAT
RAMOS LAW
PAUL WILKINSON

DETROIT

\$41,046,781

SAM BERNSTEIN LAW FIRM
MIKE MORSE LAW FIRM
FIEGER LAW
STEINBERG LAW FIRM
GOODMAN ACKER
SERLING & ABRAMSON
BENJAMIN LEVINE
1-800-US-LAWYER
ZAMLER MELLEN & SHIFFMAN
ELIA & PONTO

EL PASO (LAS CRUCES)

\$7,965,294

GLASHEEN VALLES & INDERMAN
HENRY THOMAS J
WAYNE WRIGHT
GOPIN MICHAEL J
LONCAR ASSOCIATES
LOVETT LAW FIRM
TANZY & BORREGO
REYES & REYES
JAMES KENNEDY LAW FIRM
RUHMANN LAW FIRM

EVANSVILLE

\$3.756.029

GERLING LAW
ISAACS & ISAACS
BLACKBURN & GREEN
HENSLEY LEGAL GROUP
JOHN ROBERT & ASSOCIATES
YOCUM LAW OFFICE
TULEY LAW OFFICE
CHAPMAN INJURY LAWYERS
HATFIELD LAW OFFICE
KINKADE & ASSOCIATES

FLINT-SAGINAW-BAY CITY

\$5,745,330

SAM BERNSTEIN LAW FIRM
STEINBERG LAW FIRM
MIKE MORSE LAW FIRM
FIEGER LAW
BENJAMIN LEVINE
TRUCKS JAY & ASSOCIATES
BURNS LAW
VEN JOHNSON LAW
LEE STEINBERG LAW FIRM
COCHRAN KROLL & ASSOCIATES

FRESNO-VISALIA

\$5,745,330

TOREM & ASSOCIATES
DUNNION LAW FIRM
LOS DEFENSORES
GROSSMAN LAW OFFICES
BERG INJURY LAWYERS
BERRY SMITH & BARTELL
BONONI LAW GROUP
CENTRO DE AYUDA LEGAL
PEREZ WILLIAMS MEDINA &
RODRIGUEZ
ISHIKAWA ROBERT

FT. MYERS-NAPLES

\$8,322,820

MORGAN & MORGAN
BRUCE L SCHEINER
MATTAR FIRM
KELLEHER FIRM
MARTIN LAW FIRM
FARAH & FARAH
GOLDSTEIN BUCKLEY CECHMAN RICE
& PURTZ
FLORIDA PROFESSIONAL LAW GROUP
KANNER & PINTALUGA
PARRISH LAW FIRM

FT. SMITH-FAY-SPRNGDL-RGRS

\$2,303,891

CADDELL REYNOLDS
TAYLOR KING & ASSOCIATES
NIBLOCK LAW FIRM
RAINWATER HOLT & SEXTON
NIBLOCK & ASSOCIATES
MCKINNON LAW FIRM
CRAIG COOK L
PHIL VOTAW & ASSOCIATES
ELLIOTT & SMITH LAW FIRM
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HOW TO LEVERAGE HEAT MAP

FOR YOUR LEGAL MARKETING CAMPAIGN

By Steve Nober

Across the country, the average spend per person of legal advertising dollars is \$5.21. In overspending markets such as Savannah, Georgia and Charleston, South Carolina, the average spend per person is \$17.22 and \$15.96, respectively. With so much money being spent on legal advertising, how can attorneys increase their odds of successful outcomes when running campaigns?

At Consumer Attorney Marketing Group (CAMG), we collect and analyze response data to create heat maps, which we publish in our Legal Marketing Index® each month to share with the legal community. In order to best leverage the information in the heat maps, it's crucial to first understand the data presented in them. Let's look at what these heat maps represent, why heat maps are beneficial, and how to use their information to make smart marketing decisions.

What Is A Heat Map?

At Consumer Attorney Marketing Group, tracking response data is an integral part of our media buying protocol. By measuring and analyzing responses directly related to the media dollars being run, we're able to optimize media schedules, adjusting our strategy to focus on areas that yield the best results. With this particular approach, attorneys and law firms can acquire more quality cases with lower case acquisition costs, improving their overall ROI.

One way we share response data with the legal community is through our heat maps. A heat map shows the "hot spots" across the country based on call volume per capita (per person). To create a heat map for each practice area, we take the following steps:

- Utilize our national historical response data
- Divide the number of 3 Minute+ Calls per Designated Market Area (DMA) by the Population of that same DMA to get the Percentage of Calls Per Capita by DMA
- Sort the DMAs from Highest to Lowest Per Capita for each practice area
- Design a heat map using the above data.
- Green represents Low Call Volume Per Capita
- White represents Medium Call Volume Per Capita
- Blue represents High Call Volume Per Capita.

The DMAs with medium or high call volume per capita means there are more calls per person, compared to other DMAs.

How Are Heat Maps Beneficial?

Heat maps allow us to analyze response volume on a per capita basis, leveling the playing field between larger markets and markets with smaller populations. This provides a more granular, "apples to apples" look to determine which areas across the country may provide more value than others for specific practice areas. The top DMAs in the country ranked by market size have far greater populations than the smaller ranking markets. As such, the largest markets would require much higher call volume to compete on a calls per capita level with smaller DMAs.

If we were to evaluate the response data based on sheer volume alone (not adjusted to per capita), we might see that the largest markets such as New York or Los Angeles would provide the most volume. The heat maps would likely look completely different and wouldn't truly be telling the whole story, as these larger markets tend to be more expensive.

How To Use Heat Maps

By applying the data presented in heat maps, attorneys are able to focus on the areas across the country that may have more potential leads for a specific practice area. Targeting these areas may increase the likelihood of a successful campaign and a good ROI. Conversely, areas showing a low call volume per capita may be areas to avoid because the heat map depicts that we are not seeing much activity per person based on the historical call data.

Terms to Know



A map that shows the hot spots across the country based on all volume for a particular practice area.



Designated Market Area: Geographic areas in the United States in which local television viewing is measured by Nielsen. There are 210 DMA regions in the U.S.

An attorney or law firm may choose to use this data to run a local TV campaign in certain DMAs or as a local overlay or complement to a national campaign. A smaller local firm that may not be ready to advertise an expansive national mass tort campaign can leverage this data to assess if their local DMA would be a good fit to run a local advertising campaign for a specific practice area.

In addition, attorneys may use the information presented in heat maps to compare call activity in certain DMAs with high calls per capita compared to states that they know as preferred litigation states for certain practice areas.

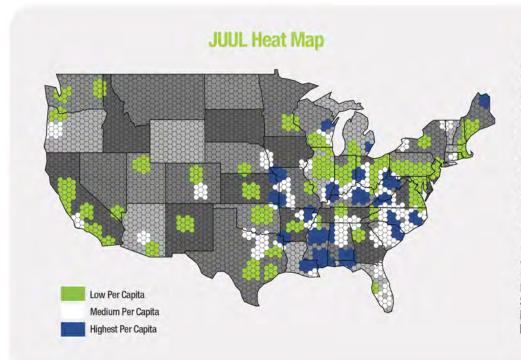
Not every practice area will generate high call volume per capita in the same regions, so it's important to look at individual heat maps for each and every practice area to capitalize on historical intel, aiding in smarter media choices.

Let's take a look at the heat maps for JUUL and Roundup campaigns published in the October edition of the Legal Marketing Index®.

JUUL Heat Map

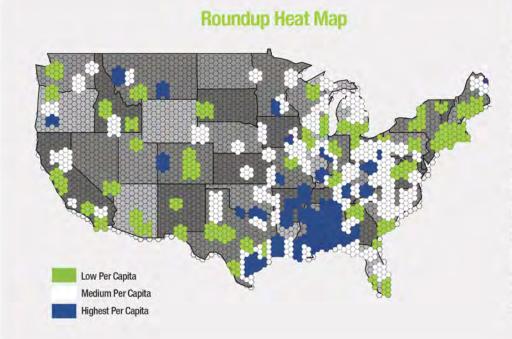
The JUUL heat map shows call volume throughout the country with highest calls per capita in Presque Isle, Maine. The top DMAs for JUUL response per capita are primarily located in the eastern half of the United States, with markets located in the western half of the country primarily showing lower to medium call volume per capita.

An attorney who is considering running a campaign in a local market may apply this information to see where their marketing investment will bring the biggest "bang for the buck."



JUUL Top 20 DMAs

Presque Isle, ME Bluefield-Beckley-Oak Hill, WV Dayton, OH Evansville, IN Biloxi-Gulfport-Pascagoula, LA St. Joseph, MO Clarksburg-Weston, WV Hattiesburg-Laurel, MS Greenwood-Greenville, MS Baton Rouge, LA Lexington, KY Joplin-Pittsburg, MO Florence-Myrtle Beach, SC Jonesboro, AR Jackson, MS Columbus-Tupelo, MS Mobile-Pensacola, AL & FL Shreveport-Texarkana, LA & TX Dothan, AL Huntsville-Decatur-Florence, AL



Roundup Top 20 DMAs

Greenwood-Greenville, MS Victoria, TX Biloxi-Gulfport-Pascagoula, LA Meridian, MS Hattiesburg-Laurel, MS Columbus-Tupelo, MS Beaumont-Port Arthur, TX B irmingham, AL Monroe-El Dorado, LA & AR Montgomery-Selma, AL Dothan, AL Jonesboro, AR Mankato, MN Little Rock, AR Charleston-Huntington, WV Jackson, MS Missoula, MT Jackson, TN Medford, OR Sherman-Ada, TX & OK

Roundup Heat Map

The Roundup heat map shows us the breakdown of activity with the highest calls per capita in Greenwood-Greenville, Mississippi and Victoria, Texas. Without looking at the data, it might seem for Roundup that call activity would primarily come from the agricultural Midwestern markets, but the map shows us that the call activity (adjusted per capita) is scattered throughout various regions, with a greater concentration in the Southeastern states.

The Bottom Line

Heat maps allow attorneys to compare media markets on a per capita basis, rather than by sheer volume. DMAs with the highest call volume per capita may present good opportunities to run a campaign in a particular local market. Heat maps are unique to each practice area.

Analyzing DMAs on a per capita basis evens the playing field between larger markets and smaller markets. If we were to consider DMAs based on total call volume, the largest markets would likely show the highest call volume because they are highly populated. Comparing on a per capita basis truly shows us which DMAs are producing the most calls per person on a singular level, indicating the potential in smaller markets.



MORGAN & MORGAN

Monumental Marketing and Billions in Recoveries

By Larry Bodine, Editor in Chief, News.Law

Morgan & Morgan is a juggernaut of businesses — including books, conferences, banks, political campaigns, multiple websites, amusement parks, and charities — all tied together by the world's largest personal injury and commercial law firm.

The law firm was founded in 1988 with two lawyers, two secretaries and a receptionist in Orlando, Florida, by "serial entrepreneur" John Morgan. Today the firm has 500 attorneys, 305 paralegals and 3,000 staff with 50 offices in Florida and 13 other states.

The initial driving force to create the firm is John's brother, Tim. Tim was a teen lifeguard at Disney World and was paralyzed when he dove to find a missing girl. Disney fought his worker's compensation claim and offered a meager settlement. "I became enraged and vowed that I would one day be plaintiff's lawyer to get revenge for my brother," John Morgan says in a book.

Mission accomplished!

- Morgan & Morgan's gross annual revenue is \$500 million to \$600 million.
- The firm has recovered a total of \$5 billion in verdicts and settlements for clients.
- Its case results are 20 times more than what defendants first offered. Presented with pretrial offers of \$6,424,875, the firm has recovered \$139,047,297 for clients.

Growing Aggressively

"We are a consumer protection firm," says Matt Morgan, head of Morgan & Morgan's personal injury department, and a son of the founder. "Across the board right now we're seeing a lot of growth."

The bedrock is personal injury cases. So far in 2019, the firm has recovered \$1 billion in settlements and verdicts for 50,000 clients. "Our commitment is getting top dollar for our clients at scale, and negotiating every case as we would personally like it. That's been our secret sauce," Matt says.

"We are finding that juries, as opposed to insurance adjusters, do a much better job of viewing our clients through a more human lens in evaluating the devastating impact that their lifelong injuries have on them."

Importantly, juries in Florida are not hampered by tort reform, and the legislature has been reluctant to impose damage caps, as other states have done.

Morgan & Morgan plans aggressive growth in California and New York. The LA office now has 3 attorneys in an office near UCLA. The Manhattan office also has 3 lawyers in an office across the street from Grand Central Station. (Brooklyn is the home of the firm's tech center, where digital advertising is handled.)

The firm has a \$100 million annual advertising budget for TV, radio, online ads on Pandora, Spotify and YouTube, cab tops, and billboards. "We've already had 2 million people who have called our firm as of August this year," Matt says. "So, our marketing is continuing to be effective for us."

Morgan & Morgan is promoting all 40 of its practice areas, but especially Roundup cancer and other mass tort cases. Matt says that the firm's entrance into mass torts, tobacco litigation and class actions vaulted the firm into the "major leagues."

Morgan & Morgan has also diversified into social security disability, worker's compensation, admiralty, antitrust, veteran's benefits and overtime and wage claims.

In addition to the main Forthepeople. com website, the firm runs several other law practice sites:

- ClassAction.com provides accurate, up-to-date information about the products people buy, the services they use, and the medications and medical devices they depend on.
- Whistleblowerattorneys.com focuses on helping whistleblowers recover taxpayer money that was stolen due to fraudulent activity.
- **Abogados.com** is the Latino team of Morgan & Morgan, defending communities in cases of accidents,

injuries or abuses, while offering legal information in Spanish.

• Businesstrialgroup.com is home of the Business Trial Group, which was founded in 2009 and represents businesses and individuals on a contingency-fee basis in commercial disputes. Cases include contracts, securities law, breach of employment, shareholder disputes, professional malpractice, trust and estates, intellectual property, construction, employment, probate, real estate, and other disputes. Most recently, the 22 lawyers in the Business Trial Group recovered \$9 million for victims of securities law violations and \$14.5 million on behalf of developers for breach of contract and tort claims and many more.

Market-driven Growth

The firm has a market-driven growth strategy. "If an opportunity comes along, we generally move," Matt says. "If we see clients calling us from a particular location we start to explore moving into those locations."

"We look in states that allow for fair and just results, what the competition looks like in the market, and if there is a need. Sometimes things just happen — we meet people who align with our values and might start something. We decide on a case-by-case basis."

The firm's key value is empathy, Matt Morgan says. "We want an attorney who's able to bear the burden of our client's injury, someone who is able to put themselves in shoes of the client and ask themselves what they would want if they were the clients."

Morgan & Morgan doesn't acquire other law firms. "Acquiring other law firms means acquiring other mindsets. There are like to be more headaches than value."

The firm uses Litify software for case management, intake, documents, and detailed reports. "We would not be able to grow without Litify. It gives us full transparency into our files. It's based on SalesForce software and is cloud-based," Matt says. "It revolutionizes the way we are able to handle cases. We can see our inventory and act on the data points. Litify ensures that each case is handled

exactly the way that we would want our own case handled."

Litify also tracks inbound referrals. Other lawyers referred 3,800 cases in 2018, and the firm has paid millions in referral fees.

Morgan & Morgan is a family firm, including John's wife Ultima Morgan, a corporate litigator with 39 years of experience (they met in law school). In addition, son Mike Morgan runs the product liability and mass torts department. Son Dan Morgan practices personal injury law in Orlando and advises professional athletes and entertainers. Daughter Katie Morgan is a managing partner at Monarch Structured Settlements.

Monumental Marketing

Morgan & Morgan's advertising and marketing is monumental. Anyone who calls the firm hears the founder's voice saying, "Thank you for calling Morgan & Morgan. This is John Morgan. If you're calling for a free consultation please press one, for anything else, please stay on the line."

There is no need to remember the phone number. Just dial #LAW (or #529 to set an appointment. A team of intake specialists send an investigator to the caller's home within 24 hours. Their job is getting clients to sign with Morgan & Morgan.

The firm's Facebook page has an impressive 66,350 followers. Importantly, reviews by 1,451 people give the firm 3.5 out of 5 stars. Updated nearly every day, the page has nearly 300 videos and recounts successful outcomes, lawyer introductions, and charitable gifts. John Morgan has earned the affectionate hashtag #PotDaddy on Facebook.

The firm Twitter account has 10,700 followers. The 8,475 posts cover legal news stories and retweets from other Morgan & Morgan Twitter accounts. Matt Morgan has met the Dalai Lama and retweets the posts of the spiritual leader.

Morgan & Morgan's YouTube account has gotten 4 *million* views since 2009. Among the 200 videos online, the most popular are:

• "All that Glitters," is a commercial with

- 954,844 views. "All lawyers are not the same. Some never go to trial and the insurance companies knows who they are. Remember, all that glitters are not gold," John says.
- "Morgan and Morgan 3.0" has 782,697 views. It is an offbeat commercial showing numerous attorneys repeating "Morgan & Morgan" over and over again.
- Attorney Kathryn Barnett's commercial "Nashville" with 690,428 views. "If you've been hurt, call us. You'll get the understanding of a local team with the power of a national firm," she says.

Perhaps the firm's best marketing initiative is the 2019 "Verdicts Magazine," an 84-page publication recounting the firm's courtroom successes. The top case is *Brown v. RJ Reynold*, a tobacco lawsuit where the clients lost a husband and father to smoking. The pretrial offer was only \$100,000. Four of the firm's lawyers recovered a \$13.4 million verdict.

The magazine also highlights the \$50,000 settlement for the Deaf and Disability Rights Group against the Florida Department of Education. The battle resulted in substantial changes in state rules. "Litigation can also usher in new policies and regulations that benefit future generations for years to come," the magazine says.

Summing it all up, John Morgan writes, "It's all there — the hard work that each and every one of our 500 attorneys and more than 2,500 support staff have put in to ensure the tens of thousands of people we help each year get the best possible verdict or settlement they can. We wish people didn't need us, but they do, and we take our position as advocates and fighters very seriously."



FAMOUS FOR NUTTY COMMERCIALS, LERNER AND ROWE AIMS TO BE A NATIONAL POWERHOUSE

By Larry Bodine, Editor in Chief, News.Law

One of Lerner & Rowe's classic, nutty commercials opens with "we handle all kinds of injury claims." The voiceover then lists car accidents... UFO crashes, elephant bites, firefighter brutality, knuckle sandwiches and a fly in your soup. "OK, maybe not a fly in your soup. Lerner & Rowe will handle any other injury case."

In another, Glen Lerner jogs down a street in a suit, and tells well-wishers that he's "Working." It ends with him chasing an ambulance. He ran the ad only one time during the Super Bowl, but it went viral and people are still talking about it.

In "Glen Lerner Saves Christmas," we see Santa, whose sleigh was in a wreck and the insurance company won't pay. Glen casts a spell and sends Santa a giant-sized check. "I turn wrecks into checks," Lerner says.

The firm is propelled by a \$20 million advertising budget for television, radio, online and billboard advertising, plus social media, community philanthropy and a private marketing conference. Their slogans are ubiquitous, including "One Call, That's All" and "In a wreck? Need a check?" and "Lerner and Rowe is the way to go, call 977- one nine oh oh." Lerner and Rowe even bought an ad during the Super Bowl. Their commercials are among the 250 videos the firm has posted on YouTube over the last 10 years.

The omnipresent marketing by partners Glen Lerner and Kevin Rowe of Arizona has built a personal injury law firm with 60 attorneys in 27 locations in nine states, with 450 support staff.

Nationwide Expansion

But they're not stopping there. Lerner & Rowe is in the midst of a national expansion into "one enormous personal injury powerhouse."

The firm recovered more than \$150 million for its clients in 2018. It signs up 22,000 new clients per year, primarily people with traffic accident claims. It also found success in mass torts and product liability. Broadening its scope, the

firm is diversifying into new practices in bankruptcy, criminal defense and social security disability. Lerner and Rowe additionally handle commercial litigation, representing land developers and car dealers on a contingent or hybrid fee structure.

"We're very blessed, we have a wonderful practice," Lerner says.

In May, the firm branded 11 of its offices in Nevada, Illinois and Indiana under the Lerner and Rowe Injury Attorneys name. In addition, it has offices in California, Washington, Oregon, Nevada, Arizona, New Mexico, Tennessee, Illinois and Indiana.

Their next target market is Seattle. Rather than building a law office from the ground up in a new city, the firm is trying a new business model. "I don't think large scale vehicle personal injury model will be around forever with the advent of autonomous vehicles," Lerner says.

Instead, they aim to duplicate their success with New Orleans personal injury attorney Mike Brandner. Lerner and Rowe bought a 50% interest in the firm, kept the Brandner name, and applied its nationwide management experience. "We became partners with Mike, and in only 24 months, the firm has grown 8-fold in the number of cases he does a month. His firm went from 5 employees to 30 employees and he is now one of the main players in the New Orleans market, one of the most competitive markets in the country. That's the model we'd like to follow," Lerner says.

"We look to acquire existing firms with a positive cash flow. We're really good at managing these practices. We have 450 employees, and we completely understand the processes that need to

be in place for a firm to flourish. It is a business. The problem is so many lawyers try to be both a lawyer and a businessman. You can't be a guy playing lawyer and run a business."

His management approach is that of Bob Kraft, the owner of Lerner's favorite team, the New England Patriots football team. "We have one guy who's the offensive coordinator, another guy is the defensive coordinator. Everybody has a job. And our slogan is 'just do *your* job'" — exactly the words of head coach Bill Belichick.

"We try to identify people who have our same core values, have strong family ties and marriages, and who are involved in the community in a sincere way," Lerner says. "When we find an attractive market, we may buy into a law firm with good cash flow that needs better day-to-day management as we've done in New Orleans, or completely take over firms. We're really good at creating a positive culture, and a winning culture. We bring a lot of positive energy and great processes."

The Heavenly Hitter

Lerner grew up Jewish and on welfare in Boston. "I grew up poor and had a father in jail for double murder. I never had anything." He worked as a teamster and garbage man during the summers. "I can truly represent the average Joe," he says.

Yet in school, he was a star soccer player and a top student who got accepted into Dartmouth College. He transferred to Duke as a religion major and got his law degree from Tulane Law School in 1990. The next year started a solo practice in Las Vegas, typing his own pleadings.

He started running TV commercials in 1998, spending \$10,000 per month, and the firm grew rapidly. His soccer-playing friend, Kevin Rowe, began working with Lerner in 1998. Lerner is the majority owner, and he gave Rowe an ownership interest in the Arizona practice. They became Lerner and Rowe in 2005. By 2012 the firm had 40 attorneys and a support staff of 125.

Lerner says that growing the firm "is a form of evangelism. I help guys build their practice and get them involved in your community. What I do is all Christ-based. We're hoping to find other people who will spread the gospel of Jesus Christ, but even if they're not, they can still spread the gospel of helping your fellow man."

A Firm With A Big Heart

Philanthropy is the hallmark of attorney Kevin Rowe, who founded the non-profit Lerner and Rowe Gives Back Foundation, which has three full-time employees. The foundation gives support to the homeless, the hungry, the abused and the sick, and even to our four-legged friends," Rowe says.

After graduating cum laude and a member of Phi Beta Kappa from the University of Washington, he earned a JD at Southwestern University School of Law in California.

Kevin started to practice at an insurance defense firm but switched to plaintiff's cases. Today he has multimillion-dollar settlements and verdicts to his credit, belongs to the Multi-Million Dollar Advocates Forum, the Top 10 Insurance Bad Faith Trial Lawyers, and the National Trial Lawyers Top 100, to name a few.

While Lerner manages the business and does not try cases anymore, Rowe pursues a special caseload of complex matters, catastrophic injury cases, and major class action litigation. He has an ownership interest in the firm's Las Vegas, Chicago, Phoenix, Tucson, Nashville, Albuquerque, and Indiana practices.

Wacky, Yet Effective, Commercials

"I love marketing," exclaims Lerner, who at 5-foot-9 and 205 pounds has a Mr. Universe physique. He works out with his wife six to seven days a week. Couple that with a winning smile, a broad Boston accent, and a flair for the wacky, Lerner has used TV commercials to become local celebrity in his markets. "I'm what you see. I'm a real dude and it comes across on TV. I have a big smile. I'm a big dude. For

whatever reason, people like me."

But in 2016, when a rival plaintiff's law firm, Ellis Law Corp. of California, started using the tagline "One Call...Does it All," Lerner filed suit for infringement of his "One Call...That's All" trademarked slogan. He defends all of his trademarks vigorously. The case is pending in federal court in the Central District of California.

Most of the commercials are short and to the point — primarily 15-second ads. The call to action is loud and clear. But the most memorable ones have an offbeat sense of humor. It's worth a visit to the Lerner and Rowe YouTube site at https://www.youtube.com/user/lernerandrowe/videos where you can see:

- Rowe appearing on the car dashboard as a hologram of a woman whose car was just hit from behind. The mini-Rowe gives his cell phone to the driver to call his office.
- In "Hurt in an Accident?" Lerner and Rowe introduce themselves as a white car barrels down the street, just behind them. Lowe looks back and jumps out of the way. Lerner keeps talking until the very last moment when he steps aside.
- Lerner and Rowe making goofy dance moves in "Lawyers Dance in Phoenix."
- A UFO crashes into a car in "Settlements Out of This World." "If someone crashes into you, we're here to get every dollar that's owed to you," Rowe says.
- Lerner and Rowe juggle little cars in "Tricks."
- A commercial displays upside-down in "Life #Upside-down After a Car Wreck"
- A child performing as Glen Lerner in 1972 confronts a bully in a grainy, black-and-white video. Young Glen harangues the bully to give up his shirt, his shoes and his bike to the victim. As they walk away, the victim says, "I don't know what I would have done without you. Thanks, Glen Lerner. It's a must-see at https://youtu.be/31DM_pWOh8M.

The firm is now soliciting entries into its Commercial Parody Contest, where entrants can win up to \$2,500 spoofing their TV commercials (so long as they are clean, legal, and non-threatening.) "Every time we run our commercial parody contests, we are blown away

by the creativity and sometimes even ingenious abilities of those who enter. It's also entertaining for us to get a glimpse into how others view Glen and me, and our commercials," says Rowe. Details are at https://lernerandrowe.com/3rd-commercial-parody-contest/

The winning parody in 2016 displays two newscasters who watch a car crash into another. "There's our first customer," one of them says. The video goes on to show a motorcycle crash — "That's gotta hurt, get that man some ice" — and their field correspondent flattened by a bicyclist.

In "The Blonde Menace" parody, a smiling girl slams a car door onto a man's hand as the voiceover says, "Have you been hurt in an accident?" She drops a Lego piece on the floor for the man to step on — "Are you a victim of personal negligence?" Now in a wheelchair he gets a pat on the shoulder from her — "Hey! Hope you feel better" — and he sprawls out on the floor.

Mastermind Group

Lerner and Rowe have been building relationships — and possible partners — with a biannual, private marketing meeting. The invitation-only program includes 20 law firms from around the country.

"We put together a great bunch of guys that we want to develop long relationships with. We want to see if there are opportunities to do something together in the future, share ideas and help each other grow more." Lerner says. "We pride ourselves on building bridges with other practices, to either acquire them, take an ownership interest in their practices or just simply share ideas for growth. They say it's the best law meeting they've ever attended."

"When you start mentoring and teaching best practices, there's still stuff we can learn," Lerner says. "Each attendee has been involved with our office. On our own dime, we've sent our guys to their office to help with their intake."

Summing up what they do, Lerner and Rowe cite this quotation: "A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."



MASTERS OF NICHE MARKETING, LAW TIGERS ROLLS OUT NATIONWIDE

By Larry Bodine, Editor of News.Law

Ari Levenbaum was in his own element. As the Chief Operating Officer of Law Tigers motorcycle injury lawyers, the firm was a sponsor at the 15th Annual Barber Vintage Fest in Birmingham, Alabama, where 80,000 motorcycle fans came for three days of races, swap meets and a 5-story museum with 1,500 motorcycles.

It was one of the thousands of motorcycling events the firm attends, hosts or sponsors every year. Ari's presence was a key element of the law firm's success: in-person grassroots marketing where riders from across the country see the giant tiger's head display and get branded Law Tigers merchandise.

If you haven't seen a Law Tigers billboard or TV commercial yet, chances are you will this year. "When we enter a market, we dominate," Ari says, bringing ubiquitous TV, digital, outdoor and event marketing to a territory.

Two years ago, Law Tigers had a network of licensees in 9 states divided into 14 territories. The firm started a push for growth in 2017 that expanded to 30 states and 40 markets today.

"By the end of the year, we should be in another 8 to 10 markets for a total of 48 markets. Our goal is to expand to the rest of the country next year in 69 territories," Levenbaum says. "We are already looking at international opportunities in Ontario and Quebec, plus the UK and possibly Singapore, New Zealand, and Australia. In the next two years that will come to fruition."

Niche marketing specialists

The driver of Law Tigers' growth is a laser focus on representing injured motorcycle riders. By design, Law Tigers does not handle mass torts or dabble in worker's comp or social security disability. The firm's taglines include, "You never have to ride alone! Even though we're lawyers, riding is in our blood," "We Watch Over Our Own ," and "Go Down? We'll Get You Back Up ."

"By focusing your efforts on a targeted audience, your business can achieve a higher marketing ROI, capture a large market share, and become recognized as a specialist in the niche," Levenbaum said in a 2018 article. "Niche marketing is channeling all your marketing efforts towards one well-defined segment of the population. A niche is not necessarily a group that already exists, but one that is created. Niche marketing focuses on gaining a loyal customer base that is narrowly defined."

The firm is also capitalizing on the

trend that automobiles are becoming safer and will soon drive themselves. Auto accidents have lower injury rates and yield lower settlements. Meanwhile, there is no way to make motorcycle riding safe.

At the same time, Law Tigers has added high profile attorneys who actively promote the brand, including Richard Harris (in Nevada, Los Angeles and northern California), Thomas Metier (in Colorado, Nebraska, Oregon and Washington), Paul Hernandez in Virginia, and Lee Coleman of Hughes & Coleman (in Kentucky).

Getting the bug at 7 years old

Ari's father, Phoenix attorney Warren G. Levenbaum, grew up in Boston and worked a variety of odd jobs to put himself through both college and law school. After graduation, he drove his family from Boston to Phoenix in an old clunker car with \$400 to his name.

Warren and Ari spent many hours burning asphalt on the back of a bike together. "I first starting riding at 7 years old, when my father bought me a Honda 70cc three-wheeler," Ari recalls. "Ever since then I've been addicted to motorsports." Next came a 150cc deluxe scooter when he was 14, and his first Harley-Davidson at age 22.

Ari rode with his Dad, who had a Honda Goldwing 1500cc cycle. "We would go to the sand dunes and go riding together, it's part of our lifestyle, both dirt and street bikes. I used to race Mom down the street on a 250cc motorcycle. I was a speed demon even then," Ari says.

Warren had a criminal defense and business law practice and migrated to representing injured motorcycle riders. "Once he got paid with a Harley chopper that was chained to a tree. Another client gave him a racing quad, which I still have."

As Ari grew up, Warren saw the need for specialized legal teams devoted solely to motorcycle cases. In 2001, Warren created the Law Tigers brand -- back when lawyers were not targeting motorcycle riders. Ari, who has a Masters Degree in Education, gave up his teaching career and joined the firm.

"I was committed to doing things differently from most PI firms. It was about community and giving back, and lifestyle and safety rather than focusing on the injury. It permeates our culture and business model. We're not what most advertising agencies do to get money. Instead, we work to appeal to the riders' sense of belonging, identity, and lifestyle."

A membership organization

Law Tigers is a registered trademark of the American Association of Motorcycle Injury Lawyers® (AAMIL). AAMIL is not a law firm, but rather a national professional organization for personal injury law firm members. If they qualify, lawyers are invited to buy a 30-year license in Law Tigers, getting the nationally-known brand and the company's massive marketing team.

"We are not for everybody. We're only good for 5% of the firms out there. We are not someone's last hope or turnaround program," Ari says."

Today, Warren's firm Levenbaum & Trachtenberg owns the Law Tigers markets in Arizona, Southern California, New Mexico, and Utah.

Warren says, "I have a great lifestyle. Every day when I wake up, I pinch myself. This is available to all attorneys who have the same vision and want to secure their future and be able to enjoy the fruits of their efforts."

The membership fee can range from \$50,000 to \$500,000 per year, plus a 15% commission on media buys on TV, outdoor, radio and digital.

"We vet the attorneys, run background checks, conduct phone, and in-person interviews, and ask them to sign disclosure documents," Ari says. "We look for firms that are already successful, represent the same viewpoint and culture have had the energy and patience to build a practice over 3 to 5 years."

Members can opt-out in the first three years, but Law Tigers has not lost a member for 9 years. "I'm looking for people I can have a beer with. Call it joining the Law Tiger family, not a transaction. We are relational, not transactional."

For that, members can expect 40 to 60 motorcycle cases a year, each worth an average fee of \$20,000 — totaling \$800,000 to \$1.2 million in annual fees. The average time to settle a Law Tigers case is 6 months, compared with an automotive case that takes an average of 12 months to settle. Settlements for motorcycle accidents are triple the value of automotive cases.

The biggest verdict for a lawyer in the network is \$8.6 million, and several have been in the \$6 million range. "My Dad, the senior-most member, will get five 7-figure cases every year. He is getting 1,000 cases a year. In the next few years, one of our str members will get a \$30 million verdict involving a brain injury with punitive damages," Ari says.

How to build a brand

Law Tigers is a national brand that has been promoted for 20 years. "We are the Kleenex of the legal industry. People say they want a Kleenex, not a tissue."

The brand is supported by a saturation of TV commercials, billboards, print ads, social media and digital marketing, a 24-hour answering service, a mobile accident app, event marketing, a niche website with thousands of page views, public relations, a Law Tigers custom van, retail and repair shop marketing, membership cards, branded

gear and hundreds of videos — including one of the company mascot, a tiger named Tank, who performs wheelies and tricks on a motorcycle.

The Law Tigers Free Rider Benefit card is distributed at dealerships and repair shops, provides free legal advice for all motorcycle-related matters, access to the toll-free 24-hour motorcycle accident hotline, a \$10,000 motorcycle theft recovery reward.

Ari attends many conferences like the Trial Lawyers Summit, Mass Torts Made Perfect and the exclusive M&L Legal Marketing Conference last January. The invitation-only event gives non-competing personal injury lawyers marketing seminars, social activities, and networking.

New members and their intake staff come to the Phoenix headquarters for a two-day orientation and meeting with Law Tigers staff of 14 — who include media buyers, a video produces, a content manager, a graphic designer and a paid and organic search coordinator.

Law Tigers has relationships with the 4 top TV marketing groups including hundreds of stations, the top 3 outdoor advertising companies, and the 2 radio station groups. "We have relationships with upper management and local management. Because of our buying power, reputation, and ability to pay bills on time, we can get rates for our members at one-half to one-fifth of what they would ordinarily have to pay. We know how to buy and what to buy across 40 states.

The typical marketing budget for a member is \$500,000.

The rollout lasts for a year, and the essential element of the Law Tigers plan is hiring a local Marketing Manager. Law Tigers will send out a Regional Manager for two weeks to implement the grassroots campaign and interview local manager candidates at the member firm. A local Marketing Manager must have marketing skills and be an active member of the riding community. A job requirement is attending, organizing or sponsoring 100 motorcycle events a year, and making as many personal connections with dealers, repair shows and towing companies as possible.

In the riding community

"Grassroots marketing is messy, time-consuming and expensive. There is nothing you can automate. We hire someone who is a rider and can ingratiate himself with the riding community. That's our secret sauce," Ari says.

From 30% to 50% of new business results from grassroots marketing, currently pursued by 40 local marketing managers who appear at a total of 5,000 events are year. "The direct referrals would not result if we were just a digital media company."

Law Tigers builds goodwill by supporting charity motorcycle rides, fundraisers and events. Ari is a member of the board of AMSAF, Arizona Motorcycle Safety and Awareness Foundation, which is dedicated to reducing the number of preventable motorcycle accidents. AMSAF gives away scholarships, training, and helmets. In January 2019 Law Tigers awarded a \$10,000 grant to AMSAF and announced its \$1,000 Hero of The Year winner as Motorcycle Missions.

Law Tigers' constantly-updated

Facebook page displays 6,350 photos of at-the-scene rallies and races, motorcycle stunts and tricks, news, safety tips and visits to meetups like the famous Sturgis Motorcycle Rally in South Dakota. The page also has 80 videos posted this year alone. The Facebook page has 65,000 followers.

Knowing the importance of online reviews, Law Tigers has garnered 4.5 stars out of 5 on Yelp. On the GlassDoor employee review site 69% said they would refer a friend to work there. Law Tigers has an A+ rating from the Better Business Bureau, and numerous testimonials by many grateful clients.

TV ads by Law Tigers can be found on the website and the firm's YouTube page, where it has 103 videos.

• The most popular ad "Convergence" has an astounding 3,336,650 views. It features a full-size live Bengal tiger, and leather-jacketed men and women getting on their bikes to the tune of a steel guitar. The homespun voiceover says, "It's what happens along the way that makes us who we are. We may not know where the ride will take us, but one thing's for

sure, with the Law Tigers, you never ride alone."

- "2 Wheels" has 3,085,051 views. It shows a sole rider, accompanied by the tiger, scooting through urban streets. The voiceover says, "Whether the riding takes you from A to B, or just let's you escape, there's an art to hanging onto the freedom of every ride. And remember, always have the Law Tigers by your side."
 The commercial "Seen" has 2,714,691
- The commercial "Seen" has 2,714,691 views and features different riders gliding along the roads. The voiceover says, "As riders, we want to share the road, and be seen by motorists. That's why we work tirelessly to promote motorcycle safety."

"We have not only been able to distinguish ourselves but create a brand loyalty amongst riders. We're one of them," Ari says. "We've done the testing and figured out what really works. It's that turnkey. Once all the elements are put into place — the TV, the outdoor advertising, digital advertising, the grassroots marketing — the phone starts ringing."



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Initially, I attended my first PILMMA Summit because this is a lonesome job and I thought it would be a great way to connect with other attorneys. Ken invited me to join PILMMA, specifically one of his Mastermind groups. I felt like he knew what he was talking about and it would be foolish for me not to follow his direction... So I joined. It turned out to be so much better than I ever expected. My experience with both the Mastermind group and PILMMA has been great.

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