

# 5 Strategies That Get Real Value From Your Law Videos

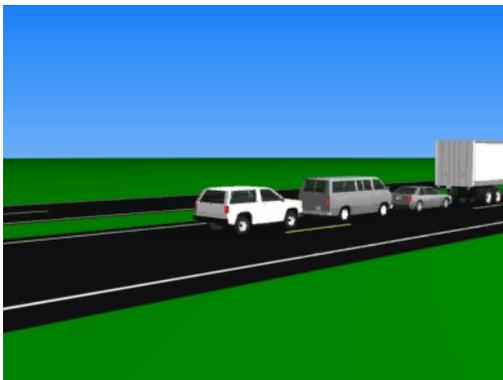
Tips from the pioneer of video for litigation

by Chris Ballard

## 1. Properly edit and time the playback of your video evidence at trial

Get more effect and power from your trial videos by editing clips to portray with various witnesses at trial and then divide them up into separate days of trial. The jury will remember that video evidence better than just playing back your whole trial video with just one witness, i.e. a Day in the Life trial exhibit video typically runs about 20-30 minutes in total length. Edit 5-7 minute demonstrative evidence clips from that 20-30 minutes to use specifically for your treating physician testimony, life care expert and caretaker/spouse testimony. It will add credibility to each witnesses' testimony as well as provide better retention values from your jury.

## 2. Show clips of your video evidence during opening and closing statements



If your judge will allow it, prepare very short, powerful clips of the liability and damages of your case to portray to the jury during your opening and/or closing statements. Naturally, opening statement clips should tease the jury as to what the evidence is going to show. And in closing statements, reinforcement is brought to the forefront by replaying clips of crucial evidence that the jury has already seen.

### **3. Incorporate clips of your video evidence into settlement/mediation presentations**

Deposition clips, accident reenactment footage, day in the life footage, still photographs of your client before and after can easily be edited together, providing you with an effective, powerful and compelling mediation presentation.

### **4. Enhance your website, SEO and web presence by incorporating your own videos**

Clips of your seminar and bar presentations can be edited together to prove to viewers of your website your expertise in your specialty of law. Most seminar organizations videotape all of their presentations and putting that footage to good use in your own website just makes good, common, marketing sense.



Chris Ballard, [chris@videos4lawyers.com](mailto:chris@videos4lawyers.com) is Principal and Founder of Omni Video, a group of compassionate and hard-working producers who work for the trial bar nationwide. Producing forensic videos for over 35 years, he is a past President of the Legal Interest Group of the International Television Association.

