

FAQ

Video Production Services

[Submit Your
Attorney Profile](#)

1. Would you provide us with a quick overview of your professional background?

We have been providing video services and production since 1977. From broadcast sports to high-impact corporate videos and everything in between, we have the experience and background to effectively tell your story with the newest technology.

2. What do you enjoy most about shooting a video?

The camaraderie of the team is my favorite aspect of the video production process. Pulling together the right people, performing the right job and telling the right story is like a coach putting together a championship team.

3. What are some key components of a good video?

The best blueprint for any successful project understands the goal, experience, ability, budget and pride of craftsmanship. Video is no different. Our approach with all projects is to first listen and learn. We will efficiently use the budget and utilize best practice policies to achieve the results you desire.

4. What are the secrets to shooting a great video?

Experience and preparation are the absolute keys to shooting a great video. That means experience in all phases of the production process – and doing the necessary homework to make sure all details are considered. This way, when unexpected surprises arise, you can creatively apply solutions that fit the scope of the project.

5. What is the greatest challenge of producing a great video?

The greatest challenge is always budget. And I say that cautiously, because even a challenged budget can be utilized to make an awesome project. This is when creative experience rises to the top.

6. What are some common mistakes you've learned to avoid?

Rushing into challenging or unrealistically budgeted projects is always a set-up for failure, because those are the projects that need the most attention to details. Sometimes you have to walk away and wait for a better opportunity to present itself. I always say that no video is better than a bad video.

7. What are a few things you do to prepare for to every shoot?

I look at the overall project goals, listen and learn what I can about the project, and consider the budget – because that will absolutely affect the methodologies used. Then I customize the team and get to work.

8. How do you prepare participants for their shoot?

The best preparation for attorneys is to know their talking points – but they should not memorize them. You cannot deliver responses and lines like a script unless you are a very talented and accomplished actor. It's a movie-savvy world and bad acting is easy to spot – so why try? Know your subject matter and let me prompt you into natural responses.

9. Why are some videos incredibly boring?

Sometimes a message is functional and informative, such as a video for installing tile flooring. Sometimes videos are emotional and are meant to elicit reaction. A great video has all the basic elements of good storytelling. That's what we do – we tell stories with light and sound.

10. How important are b-roll shots?

The b-roll shots are very important because they make the story more interesting for the viewer. The interview enables the viewer to get acquainted with the attorney. The b-roll provides a glimpse into the culture of the company and personnel in question.

11. As a director, do you follow a prescribed storyline?

A good story always adheres to high-quality story presentation skills. As in other methods of storytelling, web-based videos are no different in their variety, messaging and need for creative interpretation. The choice is usually made by assessing the project overview.

12. What do I need to know about lighting?

Lighting is one of the key elements in producing video. The camera has to have a base amount of light in order to reproduce the scene. Does that mean you need a semi-truck load of gear and crew to create a quality product? It would be great – but not very realistic on numerous levels. If you know what you're doing, you can make use of minimal amounts of lighting gear. Don't get me wrong, more is better – just not always possible.

13. How important is the camera you choose?

The equipment used for video production is never as important as the message. Content is King. Yes, you want to use the best tools possible for that content, but an expert can consider the limitations of any piece of equipment, work with those limitations and utilize them as design elements if necessary.

14. After you've finished a shoot, what does the post-production process entail?

The editing process begins immediately with a review and notes about each shoot. Footage is sent to transcription to choose those segments that best share the story. We then piece together the final elements; i.e., b-roll shots, graphics, transitions and sound. There are numerous checks and balances along the way.

15. After the video is shot, what's the approval process with the client?

The client has a variety of opportunities to be involved with the end result. They can:

- Help select the “heroes” from the transcription of the interviews.
- Listen to a sort of “radio show” version of the video – that is, watch the rough-cut edit to see if the messaging is correct. This can be confusing because there are no cover shots or graphics at this stage. It's kind of like looking at a house that has only been framed. Changes can be made afterwards but can be costly if they alter the story too much.

16. What impact will video have on visitors to my law firm website?

Video is the most powerful conversion tool on the web. Enhance your site with videos and watch your page views, visit times and prospect requests skyrocket. If you give web visitors a *dynamic insight into the nature of your firm*, its specific practice areas and its professionals, they'll crave more.

Most website visits last only about 2–4 minutes. Video presentations offer a huge payback on investment. Other reasons you should seriously consider video, include:

- U.S. Internet [users viewed a record 14.3 billion online videos during the month](#), representing an increase of 13 percent versus the previous month (comScore)
- Nearly 150 million U.S. Internet users watched an average of 96 videos per viewer in December 2008 (comScore)
- Videos are the top conversion tool on the Web
- They can provide a lot of information in one minute of time

The quality of your video will greatly impact the user's perception of your business. Thus, we recommend your firm videos be professionally produced to avoid potential credibility issues. At LawClick, our video production director [Craig Kelly](#) has over three decades of proven customer experience. See Craig's Credits.

LawClick, Inc.

2508 71st Ave Ct NW • Gig Harbor, WA 98335 ©2010 LawClick, Inc. – All Rights Reserved