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OPENING STATEMENTS

See for Yourself

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Image from Legaltube.com

Nowadays, finding a lawyer is as easy as a few keystrokes and a click of the mouse. But that doesn't make the hiring decision any easier.

Birmingham, Ala., lawyer Lew Garrison thinks he has developed the perfect solution: [LegalTube.com](#).

"You can go on a lawyer's website and just read a lot of text," Garrison says. "Or you get to see a video, who that lawyer is as a real person."

Last September Garrison launched his aptly named legal marketing website—think YouTube but for lawyers—to allow attorneys to showcase who they really are via video.

The website offers a variety of professional marketing videos to help consumers decide who to hire. All the videos, organized by practice area and jurisdiction, are screened to make sure the proper level of decorum is maintained.

The site also offers a humor section of funny videos, as well as [lawyers telling what they think are funny lawyer jokes](#). And there's a video Q&A where lawyers can play it straight and show off their knowledge about an issue or practice area.

This exposure doesn't come cheap. LegalTube's pricing is based on practice area and market. A family lawyer in Birmingham might pay \$350 per month to be listed on LegalTube, while a New York PI attorney would pay \$850 per month. Listings are limited to three lawyers per practice area per market.

Lawyers can post an unlimited number of videos. LegalTube's production division can make the videos for an additional fee.

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