



# How to Communicate Persuasively – in Court and on Social Media

**WRITTEN BY:**

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If you're doing what every other lawyer is doing on social media, you're doing it wrong. In this guidebook, *How to Communicate Persuasively—in Court and on Social Media*, Mitch Jackson shows you how to create online content that's memorable, valuable, and establishes trust.

## FOLLOW THE RULES

### Use the Three Rules of Communication

- Use Emotion
- Be Unique
- Be Memorable



### Build Your Brand

- Give yourself permission to show your human side
- Share your “why”—why do you get out of bed every morning; what’s important to you?
- Talk about breaking news stories with a legal twist

## TELL STORIES

### Embrace the Power of Story Telling

Your stories don’t need to be about you, but they do need to be entertaining. If you’re not comfortable telling a story about yourself, tell a story:

- About community service activities you’re involved with
- About clients (obviously, following state bar rules)—you can shine a light on a client’s business, for example, livestream their assembly line and talk to them about quality control
- About other people, about other projects, about other activities

### Establish Authority—In or Out of Court

- **Establish Trust:** Be the person in court that the jury can trust—or the person online that people can trust.
- **Lead:** Be the jury’s leader; take them by the hand from start to finish, from jury selection to closing argument—or be an online leader whom people trust.
- **Tell a Story:** Tell a cohesive story; make sure people can trust what you say and follow what you do, and they’ll want to give your client justice—or share their online lives with you.



### Authentic Authority

If you’re doing what every other lawyer is doing on social media, you’re doing it wrong. If you are hesitant, afraid of saying something wrong, or being flamed, just know that if you put forward your authentic self, it conveys a level of real authority that people will want to follow.

- What do you enjoy doing? When you share your interests, people will start connecting with you.
- Show your involvement with community organizations; talk about your hobbies, your interests, your passions.
- People will start gravitating towards you as a friend, as a trusted referral source, and that’s where the magic happens.

## DEVELOP THE SOCIAL HABIT

### ➔ How to Create Social Content

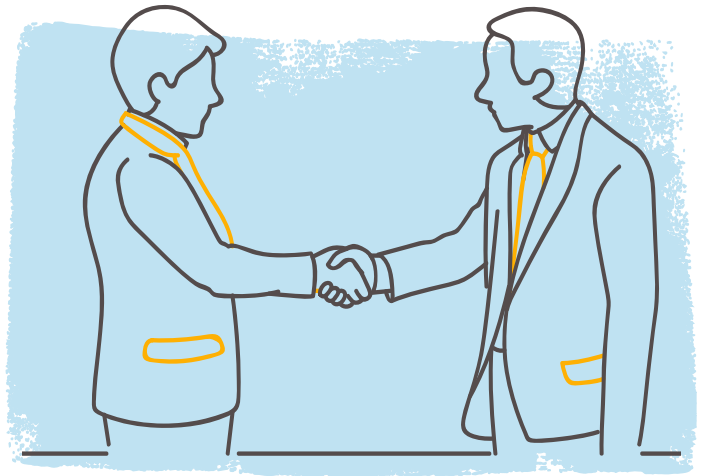
- ➔ • Each week or each month, write down a question you're most often asked in your practice.
- ➔ • Create a 1-3 minute video, live stream a video, or write a short 500-word blog post answering that question in detail.
- ➔ • Share your secret sauce. Don't even have a call to action at the end. Just add value, answer questions, offer solutions, and put this content out there.
- ➔ • The secret is to create content you think is interesting.

### Repurposing & Building a Library

Take your basic 500-word blog post and turn that topic into:

- a podcast
- a YouTube video
- or if you started with a video, turn that into a blog post

It takes time to create a battery of content; it doesn't happen right away. The more you do it, the easier it becomes. Make it a practice, like doing sit ups every day.



### News Jacking

News jacking breaking news stories that are interesting from a lawyer's perspective is an invaluable way to build your brand on social media.

- **Add value.** That means not criticizing or pointing fingers, but adding your knowledge and expertise to the conversation.
- **Keep it positive.** Keep it interesting, keep it positive, add your unique twist; if you news jack the wrong way, it can backfire.
- **Be nimble.** Try to comment on a breaking news story immediately in a short livestream video or Twitter. Speed and thoughtfulness can make you the go-to person for reporters.
- **Blog about it.** When you have time, follow up with a more detailed blog post. A blog post on an unusual news story can make you the expert—reporters will seek you out.

## THE GREAT PERSUADER

### Persuade in a Five-Step Process

This five-step process is an excellent format for a persuasive argument in court, in mediations and arbitrations, and in social media, whether you're doing a live video, a podcast, or writing a blog post.

- 1. State the Problem.** Let's say the problem is that there just aren't enough lollipops in the world: "Let's face it, there aren't enough lollipops in the world." So, you state the problem.
- 2. Agitate the Problem.** Why is that a problem? "The reason that's a problem is that if people don't have enough lollipops, they are going to be miserable. We all have a sweet tooth."
- 3. Offer a Clear and Concise Solution to the Problem.** Keep it short, keep it simple. But make it unique and memorable. "I'm going to open a lollipop company at Strands Beach; I'm going to use sea water to make lollipops, and everybody's going to be happy."

#### 4. Show How Your Solution Is Going to Help Your Immediate Audience.

Whether it's a jury of 12 or a blog post audience, how does my solution help my audience? "I'm always bugging you for lollipops. So if I'm making my own lollipops, I won't bug you anymore. Plus, you'll love them. They're unique and delicious."

- 5. Call to Action.** Here's where many lawyers blow it on social media. Don't say, "If you guys want lollipops, dial my 1-800 number, go to my website." Say, rather, "If you want a special beach lollipop, come meet us at Strands Beach. I can't wait for you to taste my strawberry, vanilla, or chocolate lollipop; we're going to have fun."

For trial lawyers, step five is filling out a blown-up jury verdict form, actually walking the jury through exactly what you want them to do. You can do the same thing on social media. Walk them through it.



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