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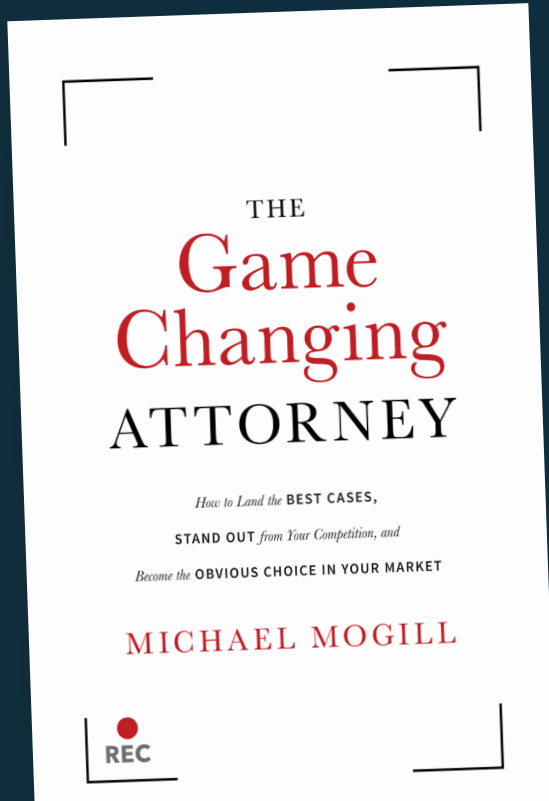
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THE GAME CHANGING ATTORNEY

How to Land the Best Cases, Stand Out from Your Competition, and Become the Obvious Choice in Your Market

MICHAEL MOGILL

PUB DATE: NOVEMBER 6, 2018

This new book offers you at least **10 potential story angles** for an engaging and useful article, including:

- Finding Your Niche Market
- Benefits of Video Marketing
- Effectively Communicating Your Value Proposition
- How to Develop Legal Videos That Help You Reach Potential Clients
- 8 SEO Tips That Can Get Lawyers on the Front Page of Google



MICHAEL MOGILL is CEO of Crisp Video Group, a company that specializes in video marketing for small law firms and solo attorneys. He has helped numerous clients in the legal profession differentiate themselves from their competition and earn millions in new revenues. Michael's business has been cited as a Best Place to Work and was named one of the 500 Fastest Growing Companies in Atlanta from 2016 through 2018, by Inc. Magazine.