

What is HRLegalPros?

The Concept:

HR LegalPros is an integrated media product for attorneys and law firms who wish to benefit from additional exposure and lead generation. It includes a custom-built web site, a video on demand platform, and a promotional schedule of targeted promos that will raise audience awareness for the product and the participating attorneys.

Launched in partnership with Regent University's School of Law, the web site will offer videos featuring Regent professors who will answer obvious questions and help the visitor shape their thinking about their search for an attorney. Some of the topics will include: 1) What Kind of Lawyer do I Need?, 2) How Do I Find the Right Lawyer for me and my case, and 3) No lawyer? No Problem; Resources to conduct an effective search for a lawyer.

Targeted to local residents who are beginning their search for an attorney, HR LegalPros will help law firms position their attorneys, their products and services with long-form video content across multiple media platforms.

Consumers who need the services of a lawyer most often do not have an existing relationship with a lawyer. When faced with finding one, we most often rely on recommendations from friends and relatives, and word-of-mouth. This is an imperfect process at best. HR LegalPros will provide a specific way for people to find a lawyer that is right for their case... which should lead them to you.

A website resource to showcase local legal professionals is at the heart of HR LegalPros. Visibility will be created for the website through aggressive marketing similar to that used for HRPro2Go. Hampton Roads Pro2Go partners showcase their businesses via the video and display power of Television, Online, Mobile, and Video-On-Demand to build brand awareness, loyalty, and generate new clients. HR LegalPros will provide all of these.

Advantages to law firms for participating:

- Prominently positioned as the authority on your area of legal practice, reinforced by vigorous advertising.
- High-frequency image/branding campaign for your firm.
- Association with legal solutions on multiple media platforms (television, online, mobile devices and Cox retail stores).
- Presence on multiple screens - television promos and commercials, a Cox video on-demand channel, online video and display, and social media.

Advertising Benefits derived by participating law firms:

- Firm is positioned as a featured partner on the HR LegalPros.com website.
- Television promos including the participating firm's message are used to influence and direct the public to HR LegalPros.

- HR LegalPros partners are showcased on Cox's Video-On-Demand platform, providing an in-depth look at what makes the firm unique. This content is available 24 hours a day, seven days a week. Video promos drive viewers to your On-Demand content.
- HR LegalPros partners will be featured in display messages on Cox.com, one of Hampton Roads' most-visited websites.
- Online display messages take your potential patient directly to the HR LegalPros.com website.

Notes:

Is the concept as stated correct? Accurate? Are all the listed elements in the box?

How much depth do we need to go into for core, display, on-demand, etc.? Is this the place?

Will this do as an "explainer" for the Regent folks?

Another draft of the homepage mockup should be available soon. I talk with Jim about this every day.

We need to clarify with Regent exactly what "Powered by" means. To us it includes herding attorneys. We need to nail down that it also means wrangling.

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Additional information on planned content for the HRLegalPros website:

1) What Kind of Lawyer do I Need?

Step One is to determine the type of attorney you need by determining the kind of case you'll have. Your search will concentrate on locating an attorney with specialized expertise and experience in the practice area that your case involves. An attorney familiar with the local courts and laws of the area will help your attorney best represent your interests. Practice areas include:

- Bankruptcy. Helpful if struggling with your finances.
- Small business or corporate. If you are looking to establish a business or incorporate, a small business or corporate attorney is a wise choice.
- Criminal law. Experience in criminal law is essential in an attorney if you stand accused of a crime or potentially illegal activity.
- Disability specialist. Disability specialists can help navigate the Social Security and/or veteran's disability claims landscape.

- Employment. Employment attorneys can help your business set up employment policies or handle cases for wrongful termination or other employee suits.
- Family Law. Family law attorneys handle separation, divorce, pre-nuptial agreements, adoption, guardianship, child custody and support.
- Personal injury. Personal injury attorneys handle cases involving any injury that may be the fault of another, including medical malpractice, dog bites, car accidents and.
- Trusts and estates. This type of lawyer deals with issues such as estate planning, qualifying for Medicaid, probating an estate, and obtaining guardianship of an elderly parent or grandparent.

2) How Do I Find the Right Lawyer?

The membership directory of the [Virginia Bar Association](#) is an excellent place to start to find qualified attorneys in your area of litigation.

Review online listings of attorneys. Many websites offer free reviews of businesses. Some places to look for lawyer reviews include: LegalZoom, Rocketlawyer, LawTrades, and Avvo.com.

- Some websites, such as LawHelp.org, focus on helping low-income individuals find attorneys.
- Cross reference reviews from more than one website. This will help counter any bias in reviews you find.

As you would with almost anything else, get referrals and recommendations from friends and family. Find out who they hired, for what type of service, if they were happy with the services, and why or why not. Ask if they would recommend the attorney.

As you review each attorney's website, look for information about the type of law the attorney practices. In addition, look for background information on the attorney, such as his or her law school and areas of specialization.

- Look for some general information about the type of legal issue you need help with, including a frequently asked questions (FAQ) section, or a blog with articles pertaining to your legal issue. The best attorneys maintain well-developed websites offering good and current information.
- Most attorneys' websites will provide information about each attorney working for the firm. Review each attorney's educational background and work history.
- Look for an attorney with at least three to five years of experience practicing the type of law for your case.

- Check attorneys on social media such as Twitter, LinkedIn, or Facebook. How an attorney conveys his or her social presence to the public may provide some tips as to how well you'd work together.

3) No lawyer? No Problem.

Need links to client pages

Start at the top! The [American Bar Association offers step-by-step advice](#) in an easy-to-understand, Q and A format.

Find your local and specialty Bar Association from this [directory](#) provided by the Virginia State Bar.

And use [this link](#) to find a lawyer, search attorney records, and for the Virginia Lawyer referral Service, as well as links to free and low cost legal resources.

Consult the [Martindale-Hubbell Law Directory](#). Martindale-Hubbell is a great resource for information about a law firm and its lawyers, and is often used by lawyers themselves when searching for legal talent in another jurisdiction.

<https://lifehacker.com/5826959/how-to-find-a-reputable-lawyer>

<https://lifehacker.com/what-lawyers-wish-you-knew-1823522241>

<https://www.avvo.com/find-a-lawyer>