

The Trust Shift Workbook

A Companion Guide to the Five-Part Video Series on Video, AI, and Attorney Trust

This workbook goes with the five-part video series. It is built to be used alongside the videos, not instead of them. Watch a video, then come back here and work through its section before you move to the next one.

Nobody is grading these answers. The only person this helps is you. Be honest, even where honesty is uncomfortable.

Video 1: The Trust Shift

Recap

Clients now decide who to call before they ever pick up the phone. The old model, where trust built slowly through referrals and courtroom reputation, still matters, but it no longer decides who gets the call first. A stranger who watches you explain something on a screen can feel like they already know you, faster than years of local reputation ever built that same feeling.

Reflect

1. When was the last time a stranger met you, your face and your voice, before they ever called your office?

2. Think about the last three cases you signed. How many of those clients had already seen or heard something from you before the first call?

3. If a scared, confused person searched for an attorney in your practice area tonight, what would they find? Be specific.

4. What is the actual cost, in cases, of staying invisible for one more year?

Action Step

Search your own name and your practice area online tonight, the way a new client would. Write down exactly what you find.

Video 2: The Confidence Lie

Recap

Most attorneys who quit video blame confidence. The real reason is almost always structural. A plan that requires an attorney to clear an afternoon every month will always lose to a trial that gets moved, a client in crisis, or a closing that runs long. The fix is not more discipline. It is a plan that only needs the attorney once.

Reflect

1. Have you tried video or content before? What actually happened to the plan?

2. Be honest. Was the real obstacle comfort on camera, or a calendar that kept winning?

3. How many times has a recording session on your calendar been rescheduled or cancelled in the last year?

4. What would need to be true for a video plan to actually survive contact with your caseload?

Action Step

Write down every reason a video plan has failed for you in the past. Circle the ones that were actually about your calendar, not your confidence.

Video 3: The Question Machine

Recap

AI tools like ChatGPT, Perplexity, and Gemini are already answering questions about who the best attorney is in a given practice area and city. These tools read transcribed content, including video, and build their answer from whatever they can actually understand. Attorneys who publish consistently become part of that evidence. Attorneys who stay silent do not.

The Exercise

Open any AI tool tonight. Ask it a version of the question a scared, confused person would ask about your practice area and your city. Read the answer slowly, all the way through.

What did it say? Write it down exactly, word for word if you can.

- ☐ My name appeared in the answer
- ☐ My name did not appear in the answer

If your name appeared, what did it say about you?

If your name did not appear, who did it recommend instead?

Reflect

1. What surprised you most about the answer?

2. Does the answer match how you actually want to be known in your market?

3. What would need to exist online for your name to show up in that answer next time?

Action Step

Run this same exercise again in ninety days. Compare the two answers side by side.

Video 4: One Session, Every Channel

Recap

The system that solves videos one through three separates the one time an attorney shows up from everything produced afterward. One precision capture session builds a real video and voice asset. A strategy gets built first, based on real questions and real search behavior. Production runs continuously after that, across every channel, without requiring the attorney back in front of a camera.

Reflect

1. Right now, how many places does your face and voice actually show up online? List them.

2. Where are your prospective clients spending time that you are currently invisible in?

3. If you never had to sit for another recording session again, what would you finally have time for?

4. What has stopped you from building this kind of system before now?

Action Step

List every channel a prospective client in your market might use to research an attorney before calling. Mark which ones you currently show up in.

Video 5: The Compounding Lawyer

Recap

Repeated exposure to a real face and a real voice builds trust faster than almost anything else available to a law firm. Clients who arrive already familiar with an attorney are confirming a decision, not testing one. Every attorney is currently on one of three paths. Doing nothing while competitors widen the gap. Trying to do it alone and watching it quietly stall. Or building a system that keeps working without requiring constant personal involvement.

Reflect

1. Which of the three paths are you actually on right now? Be honest.

2. What has that path cost you over the last twelve months, in cases you know you lost to silence?

3. If nothing changes, where does that same path put you a year from now?

4. What would it take for you to move to a different path?

Action Step

Write down the one decision you are making, right now, about which path you are choosing next.

Where You Stand

A quick scorecard. Check the boxes that are true for you today.

- ☐ A stranger can find my face and voice online before they ever call my office
- ☐ I have tried video before and it stalled because of my calendar, not my confidence
- ☐ I have personally checked what AI tools currently say about my firm
- ☐ I show up consistently in more than one place a prospective client might look
- ☐ I know which of the three paths I am currently on

If you checked two or fewer, you are not behind because you are a worse attorney. You are behind because nobody showed you a plan that could survive contact with an actual law practice.

If you are ready to see what that plan looks like for your firm specifically, the conversation starts with a strategy call. No pitch deck. No generic presentation. Just your market, your practice area, and what you are trying to build.

READY TO DO SOMETHING DIFFERENT?

SCHEDULE YOUR STRATEGY CALL

[CLICK HERE](#)