

LawPRO resources to help you promote your services

LAWPRO has prepared articles, videos, and radio spots you can use to inform clients of the ways you can assist them. Topics include wills, powers of attorney and buying and selling real estate.

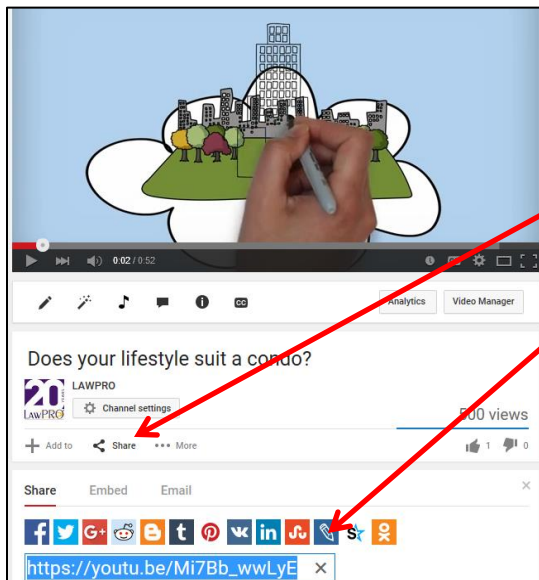
Below are instructions on how to incorporate this content on your firm's blog, social media, newsletter, or e-signature in support of your marketing efforts. Inform current clients about your services and attract potential clients looking for more information.

Video Sharing



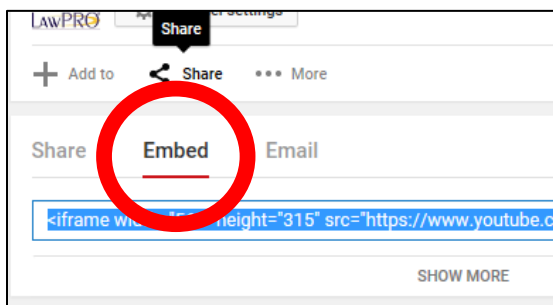
Share videos:

1. Click on "How your lawyer can help" at titleplus.ca
2. Choose the video you want to use
3. Click on the "Share" icon on the top right corner of the video
4. Options to share the video to Facebook, Twitter and Google+ will open
5. You can also copy the short URL and paste it into your social media account



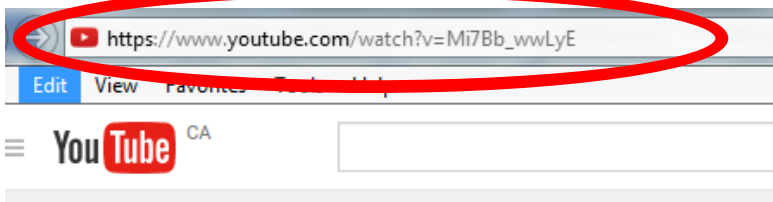
OR go to the LAWPRO YouTube page:

1. Click the "Share" button to open options to post the video to Facebook, Twitter, Google+ and many other social media programs
2. Click the icon for the social media account you want to use to share the video
3. You can also copy and paste the URL into a social media program



Embed the video on your blog or website:

1. On the YouTube page, click "Share", and then "Embed"
2. A line of HTML code appears which you can use to embed the video on a blog or website
3. You can change the width and height numbers to adjust the size of the video on your site



Email the video

Copy the URL at the top of the video and paste it into your email.

Share our radio clips

Radio clips are posted on YouTube, and so can be shared the same way as the videos described above.

Use our articles

We have many articles on topics like home buying, being an executor and protecting your intellectual property. They are written to be both informative and easy to read. They are PDFs that can be printed, emailed, or you can copy the text to use in your own marketing material. Find them on titleplus.ca under the “How your lawyer can help” button.

About our resources

LAWPRO is proud to support the work of Canadian lawyers. We have undertaken a public awareness campaign to help consumers better understand what lawyers do and how to get the most out of the lawyer-client relationship.

As part of your marketing efforts please consider sharing these resources. They are provided for you, free of charge and with no attribution needed. For more information on our public awareness campaign please contact Ray Leclair, VP Public Affairs at ray.leclair@lawpro.ca

