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VERDICT VIDEOS

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## The Master Practice video series

VIDEOS OFFER VIRTUAL MENTORING FOR PLAINTIFF ATTORNEYS, AND FEATURE SOME OF THE MOST ACCOMPLISHED CAALA MEMBERS

Ever wonder how some of the most accomplished plaintiff's lawyers made it to the top of the field? Ponder how the best attorneys manage to maintain and grow their successful practices? The Master Practice video series has been launched to answer these questions and more. The focus of this series is to provide free advice, guidance and inspiration for trial lawyers. Each 10-minute video showcases successful attorneys sharing their personal message and intimate advice on topics such as work-life balance, business development, handling success and failure, and overcoming hardships and obstacles.

"Master Practice is not a typical legal seminar," says Pejman "P.J." Javaheri, founder of Power Liens and a co-producer of the Master Practice series. "The series provides an opportunity to learn about the personal difficulties that each of these attorneys has faced, how they overcame them, and what continues to drive their success."

According to Javaheri, he knew accomplished attorneys would be willing to share their hard-earned wisdom with new lawyers and offer advice and guidance. "Young attorneys need advice and guidance, but many of them don't get it," said Javaheri.

These relationships must be sought after and fostered as they are often the path to personal and professional growth. This is what drove Javaheri to dream of a way to bridge this gap by co-creating a mentor video series with Verdict Videos.

"When P.J. first called us about co-producing a mentor-based video series, we said, 'Yes' right away," said Mark Alexander, president of Verdict Videos, co-producer of the Master Practice series. "We are deeply connected to the legal community and feel very strongly about being of service, and the Master Practice series affords us just that."

The response has been overwhelming. Participants not only view Master Practice as a way to give back, but as a way to share what they have learned from their mentors over the years. "As trial attorneys we should always endeavor to share, inform and inspire," Arash Homampour of The Homampour Law Firm and Master Practice participant wrote. "The Master Practice series allowed me to accomplish all three, as well as let some of my fellow heroes and warriors do the same for me and others."

For Nicholas Rowley, partner at Carpenter, Zuckerman and Rowley, participating in the Master Practice series was about bringing people together, "We preserve and advance our very small tribe when we share our stories."

Ibiere Seck, partner at The Cochran Firm California, also felt her participation was of great importance, "Rarely do we get a chance to reflect so deeply on our unique professional journeys. The Masters Practice series afforded me that opportunity. I am honored to be a part of such an ambitious project.



Not only was I able to impart some of the wisdom others have so graciously passed on to me, but I also learned a bit more about myself in the process," Seck wrote.

There has also been positive feedback from viewers. "Attorneys have literally come up to me and said, 'I love the Master Practice series, it's really made a difference in how I approach my practice, my clients, everything I am doing right now.'" Alexander said. "It's really great to see the series having an impact, plus, for us, we love learning about each of these remarkable attorneys; how they got their start and what has made them who they are today."

The online comments have been equally enthusiastic. "This is perfect. You have started something revolutionary. Keep up the good work," per Dareh Hovsepian. Lilit Harutyunyan commented, "Thank you very much for this great project and website. This is a great way to learn from many great attorneys! It's amazing to learn about their stories." Even Dave Ring, of Taylor and Ring chimed in, "These videos are really great! Nice job!"

The series is a professional, high-caliber production with a new Master Practice video being launched every few weeks. To date, the Master Practice series has featured top attorneys including Brian Panish of Panish Shea and Boyle, Nicholas Rowley of Carpenter Zuckerman and Rowley, Arash Homampour of The Homampour Law Firm, Christine Spagnoli of Greene Broillet and Wheeler, Gary Dordick of Dordick Law, and Ibiere Seck of The Cochran Firm California. More accomplished attorneys are scheduled to participate for the video series, including Robert Simon of The Simon Law Group.

Master Practice is distributed via its own branded website, as well as YouTube and other social media outlets reaching

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approximately 10,000 attorneys of the plaintiff's bar. Master Practice videos and news can be viewed by visiting <http://www.MasterPracticeStory.com>. To recommend a lawyer for a video in the series, visit the Master Practice website

for more details. Submissions will be reviewed by the production team.

*Kelly Deutsch, a partner in Verdict Videos, is a four-time award-winning executive producer. She has co-produced over 200*

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