

I was reading Newsday yesterday and I came across a full page lawyer advertisement that basically shouted and said "Hey, look at me! Look at us! Look at all these great awards we've won!" Guess what? Is that law firm right for you? You want to know what this is all about? Come join me for a moment as I share with you some great information that will help you understand, if you're searching for an attorney, how to choose between one lawyer and another from an attorney advertisement. Hi, I'm Gerry Oginski. I'm a New York medical malpractice and personal injury trial lawyer practicing law here in the state of New York. So now, I'm at my kitchen table, I'm reading the newspaper and I see a full page ad from a law firm, and what does it say? It talks about all their great awards. One of the awards was getting a perfect 10 on Avvo, which is a lawyer rating service. Another award that they got was saying that they were inducted into the top 100 trial lawyers in New York. Great. That's another organization call the National Trial Lawyers. And they talked about a few others. The funny thing was while I'm going through and reading these, I'm saying "Hey, I got that award. Hey, I got that award. I got that award too." So, if you're an injured victim searching to find an attorney to help you solve your particular legal problem here in New York, how do you know that lawyer and that law firm is right for you simply from their advertisement compared to any other lawyer who has the same exact awards, who has the same exact accolades than the ones you just read about? Just because this law firm took out a full page ad and spent thousands upon thousands of dollars to catch your attention, how do you really know that that law firm was right for you? More importantly, you should be asking yourself what have they taught you about how your particular type of case works just from that advertisement? Who's the ad all about? Is it about you and your particular problem, to explain to you how your case works? Or is the ad all about "Me! Me! Me! Hey! Look at me! Look at all the great awards I got!" The ad obviously is lawyer-centric. It's focused on the attorney. Well guess what I found? I found that most injured victims here in New York don't give a damn about the attorney. They only want to know one thing: how can you help solve my legal problem? That's what's on their mind. They're searching for an attorney. They don't know someone who can recommend them an attorney. So now, all of a sudden something catches their eye and they look at it and they say "Huh, maybe I should give this law firm a call." And you know what? Maybe you should. But before you pick up that phone to call, you need to ask yourself "What has this law firm really taught me? Have they explained to me how my case works? Have they taught me anything useful about my particular problem?" The answer is no, they haven't. Before you ever walk into an attorney's office, you should be asking every lawyer in every law firm you speak to "Hey, by the way, do you have any consumer action guides that I can read before I come in so I can educate myself about how these cases work? Have you guys written any consumer-oriented books that will help me understand how my particular case works?" And if the answer is no, you need to ask "Why not?" Do they have any articles that you can read beforehand? Do they have educational videos that will explain how these cases work? And again, if not, ask "Why not?" And if they do have it, get it! Read it! Watch it! And try and learn as much as possible. I encourage you to go and explore my educational website. There's tons of great information. I have four free books that you can download immediately that will help you become an educated consumer. I have thousands and thousands of great articles to help you understand how these cases work. And in case you don't know, as of today's video, I have over 1,500 great educational videos that explains how these types of cases work here in New York. You know as always, if you have legal questions about your particular matter that happened here in New York, what I encourage you to do is pick up the phone and call me. I can answer your legal questions. You know, I answer legal questions like yours every single day and I'd love to talk to you. You can reach me at 516-487-8207 or by email at Gerry@Oginski-law.com. So now, the next time you see a full page ad for an attorney, screaming and shouting "Look at me! Look at all these great awards!" Now you know "Hey, wait a second, how are they different from any of these other lawyers who have the same exact type of awards?" What have they taught you from this particular ad? Well, that's it for today's video. I'm Gerry Oginski, have a wonderful day.