

EXPERT WITNESS STRATEGY

KURT LONDON ON

**THE FIRST THING
ATTORNEYS DO IS
GOOGLE YOUR NAME**

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INSIDE THE ATTORNEY'S MIND
HELPING EXPERT WITNESSES



EXPERT WITNESS STRATEGY

WILL MITCHELL ON

**SOFT SKILLS
EXPERT WITNESSES
SHOULD HAVE**

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INSIDE THE ATTORNEY'S MIND
HELPING EXPERT WITNESSES



INSIDE THE ATTORNEY'S MIND

**NO ALL ATTORNEYS
THINK THE SAME**
WITH IAN GRADY

EXPERT WITNESS STRATEGY

PATRICK HINRICHES ON
**WHY NETWORK
DIVERSITY BEATS
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INSIDE THE ATTORNEY'S MIND
HELPING EXPERT WITNESSES



Inside the Attorney's Mind

Guiding Experts in Working with Attorneys

This podcast explores what expert witnesses need to know to stand out in a competitive market and, more importantly, how to become an indispensable partner to the attorneys who hire them (you).

The Mission

At **Inside the Attorney's Mind**, here's the dedicated and clear purpose:

To help expert witnesses understand what attorneys are truly looking for, bridging the communication gap between specialized knowledge and legal application.

As your host, I'll guide our conversations to uncover valuable perspectives from both sides of the expert-attorney relationship, ensuring you're prepared to provide the most effective testimony possible.

Episode Structure – 30 minutes total

Introduction

This is your promotional opportunity where we'll talk about you and your law firm for 5-8 minutes.

Main Discussion

The heart of our episode will focus on three core areas:

- Common myths about attorney expectations
- Real-world expert witness stories
- Practical advice for effective testimony

Wrap-Up & Takeaways

We'll conclude with your most valuable insights and any final thoughts you'd like our audience to remember.

Technical Requirements

Equipment

- No headphones or earphones preferably
- Webcam enabled for better connection
- Quiet, echo-free environment

Platform

The podcast software is called **Squadcast** for high-quality remote recording.

You can join with a simple browser link which will be in the Google calendar invitation.



Speaking Freely



During our conversation,
please:

- Speak naturally and conversationally
- Share candid insights and authentic experiences
- Don't worry about perfect phrasing - we'll edit for clarity.
- No need to share anything private like names or specific cases, just general examples are more than enough.

ⓘ **Need something off the record?** Simply say "Let's keep this part private" immediately after speaking, and we'll flag it for removal during editing.

Conversation Topics

While our discussion will flow naturally, here are some areas we'll explore:

Common Misconceptions

What do expert witnesses often get wrong about working with attorneys? Where do communication breakdowns typically occur?

Success Stories & Challenges

Your best and worst experiences with expert witnesses. What made the difference between exceptional and problematic testimony?

Selection Process

How you identify, evaluate, and ultimately choose expert witnesses for your cases. What qualities make an expert stand out?

Note: We'll also incorporate questions from our pre-interview questionnaire you completed.

Attorney Guest Questionnaire

Here are some of the topics we'll cover (but not strictly) during our podcast session.

1.) Common Misconceptions

What is one common misconception you see expert witnesses have about working with attorneys or getting hired for cases?

2.) Memorable Experience

Can you share a story—good or bad—about working with an expert witness that really stood out to you? (No names needed, just the lesson or takeaway.)

3.) Finding Expert Witnesses

When you need an expert witness, what is your typical process for finding (what keywords do you search online) and vetting them?

4.) Decision Factors

Websites and marketing are usually neglected by experts and prefer not to do marketing. We'll go over some questions about what you as a consumer in this situation might like to see in an expert's website.

5.) Advice to Expert Witnesses

If you could give expert witnesses one piece of advice to stand out to attorneys like yourself, what would it be?



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Why Your Website Matters For Marketing While Maintaining Credibility

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Episode Promotion

After our conversation, we'll:

- Edit for clarity while preserving your authentic voice
- Create professional show notes with key takeaways
- Distribute across social media platforms
- Please send us a full body photo that you'd like to use for the thumbnail

You'll receive a notification after publication and a link to watch.

We encourage you to share the episode with your network - we'll provide easy sharing links!

Ready to Share Your Expertise?

1.25K

LinkedIn & YouTube Followers

Growing audience of entrepreneurs and expert witnesses.

70+

Five Star Google Reviews

Consistently rated as a trusted resource in Denver, CO.

Your insights will help bridge the gap between specialized knowledge and legal application, making a real difference for both experts and attorneys.

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We're excited to collaborate with you and share your valuable expertise with our audience!