

How Technology Puts Powerful Storytelling Within Every Lawyer's Reach

By Rachel Gezerseh, Ryan Casey, and Ian Samson

In 2025, telling your client's story is about more than presenting evidence—it's about helping decision-makers understand the full human impact of a preventable harm. Using multimedia presentations allows us to capture and share those stories in ways that build connection, empathy, and accountability. And with the tools available today, every lawyer has the power to do this, without a production crew, studio, or big budget.

Gone are the days when creating a compelling settlement presentation required professional filming and high-end editing. Today, a lawyer with a smartphone, a light, and a plan can create a visual record that shows the depth of what's been taken from your client and moves others to act.

The process is surprisingly simple. You don't need to be a filmmaker—you just need to learn the story, illustrate the story, and present the story in a way that honors its emotional truth.

1. Learn the story: Start filming early

The most powerful stories come from real, organic moments—the first time your client explains how their life has changed, the early months of struggle and adjustment, or a family member's grief when they speak from the heart about how life has changed after tragedy.

That's why recording client conversations early is essential. A Zoom interview or a quick phone video from your first meeting can become invaluable later, capturing the story while it's still unfolding—before memories fade or day-to-day difficulties become normalized. These early recordings preserve your client's authentic experience while it is still fresh.

Ask about routines, relationships, joys, and traditions—the parts of life that defined your client's experience before tragedy struck. Asking, "What did a normal day look like before?" often reveals more than any medical chart. Do the same with family and friends—their stories fill in gaps your client may not be able to express. A spouse recalling the quiet shift in a morning routine or a child talking about what "Dad used to do" can provide emotional depth that resonates far beyond fact testimony.

2. Illustrate the story: Show, don't just tell

We live in a visual world. Judges, fact finders, and adjusters expect to see information, not just hear it. Words alone often fall short of helping others grasp the full reality of ongoing pain, disability, or loss. That's where "before and after" visuals matter.

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Use photos, videos, home movies, screenshots of text messages, or clips from social media. Show your client hiking with their family before the collision and then struggling to walk down a hallway afterward. Show the grandmother dancing at a wedding before a slip-and-fall and then struggling at home because she can't move the same way. Show the teenager's trophies on the shelf, and his quiet withdrawal from the world after a traumatic brain injury.

You don't need a production company to do this. A simple portable equipment kit—a digital camera, two lightweight LED lights, a clip-on mic, and a portable document scanner—is enough to record compelling video and collect essential evidence. It costs under \$1,000 and fits in a carry-on suitcase. Our attorneys have used this exact setup to film with clients in their homes, hospital rooms, backyards, and living rooms across the country. It allows us to build powerful visual evidence without the production expense, and without losing the authenticity that matters most.

3. Present the story: Let it be seen, heard, and felt

When you've gathered the materials from your client, it's time to shape them into a presentation that honors the truth and invites understanding. This might take the form of a 10- to 20-minute settlement video, a multimedia mediation presentation, or a trial demonstrative. With this, you are building a bridge between your client's world and your audience.

Use simple tools like Canva, iMovie, or CapCut to combine:

- Recorded interviews
- Home or phone video clips
- Text messages, photos, or documents
- Medical illustrations or day-in-the-life footage

The goal is emotional clarity. Don't tell the adjuster that your client can no longer walk unaided—show them taking 15 painful steps. Don't say that the decedent was loved—let the jury hear their last voicemail.

Today, every lawyer has the ability to bring the human truth of a case to light using tools already on their desk or in their pocket. Justice now depends on our willingness to use those tools with empathy, intention, and the courage to show what harm really looks like. You don't need a studio. You don't need a crew. You just need to ask, "Tell me what's been taken from you," and press record. **G**

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