

How a Copywriter Created Short Videos to Demonstrate 10 Most Popular Benefits of Complex Software

Business

Amicus Attorney sells legal practice management software to law firms around the world. Approximately 80% of its customers are in the USA. Two versions are available: standalone server and cloud subscription.

Challenge

Amicus Attorney practice management software lets lawyers work from anywhere, using any web-enabled device.

Its many features deliver benefits so numerous that salespeople have difficulty knowing which to mention first when speaking with prospective customers. Each prospective customer requires one or more features, but not every feature. Which benefits they most desire depends on their practice area.

When a lawyer wished to know more about a specific benefit, the salesperson had to schedule a demonstration session with the lone Pre-Sales Engineer. There was no way to ensure the time spent on a demonstration would result in a sure sale.

Solution

Already experienced with screen capture videos, copywriter Dave Chappelle remembered that a journey of a thousand miles begins with a single step.

He asked the Software Trainer which Amicus Attorney features were most popular. The trainer supplied a list of 10 features that in his experience made new users most excited.

Dave then took that list to the Pre-Sales Engineer, who was the licensed user of screen capture video software.

The engineer showed Dave how to use each feature of Amicus Attorney. Together they worked out the step-by-step order that demonstrated each feature most efficiently, and the best way to describe the relevant benefits.

The engineer demonstrated and recorded each video with the screen capture software. Dave wrote the scripts and narrated the voice over. They kept each video less than 60 seconds long.

Outcome

Because everybody will make one minute to watch a video that benefits them, the Sales team could now send prospects to videos of the 10 most popular features.

You can watch *Amicus Tips Under 60* at <https://vimeo.com/album/3816436>

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