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Speaker: [Jim Zadeh]

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[Audio starts]

Male 1: alright, so as you know Brian's going to talk here today and he graciously stepped in at that last minute for Francisco and I'm really excited to hear what he has to say.

Male 1: I had a meeting today with someone who is going to incubate a program. I don't know if you all are aware of this or not. I don't know if she is going to do it again next year, what that program does is it hooks you up with someone in your field so the person I met with today. She was working as a criminal defense attorney; so she works with them in the 3 months between the time that you take the bar and the time that you pass, and you all are going to pass, right? Don't be scared you are all going to pass. So the three months you give a stipend is usually about \$3000. And so I met with her today and I am the faculty liaison for the incubator program which is a real fancy way of saying I had meetings with those people on the program, and when I talk to her today she is actually going to go out on her own criminal defense attorney and one of the things she is doing is dusting of her own business plan because she took my class.

Male 1: and she said, "There are things in there that are totally not realistic". Now her problem is she has \$237,000 in debt. Right? So yes she's broke, so what we are trying to do is sew a string for her we're trying to make everything as low cost as possible. So, she's really is... it was interesting she's really got a head on straight, she is 23 years old graduating from law school she is doing really well so I think she's going to make it, but we're just working together, so when you do this business plan remember at the end of the day you may end up dusting off some time and use it so take focus.

Finally I'm going to talk about the little one Kyle, you do remember little Kyle over here, so beginning of summer Michael taught him about magic the gathering the card game and so each one of the decks that they'd have, I asked Michael what his decks are worth, and he said the deck he uses in tournaments are worth \$750. I said, "if you sold all your cards now what will you get?" and he said," \$4000". Where this kid got this money I've no idea.

[Everyone laughs]

So Kyle, he taught Kyle the game at the beginning of summer and Kyle put together a little \$400 deck you know by hook or crook or pleading or getting in my wallet he got the money, and put it together and he went to a tournament this weekend that was at the Convention Center; 220 people there. 220 people playing magic together in a tournament, \$20 to enter, playing all day. And he was the youngest kid there!

These are mostly people fifteen, in their teens in their twenties and I'd be damned the kid didn't finish there, and he won \$240 worth of cards.

[Crowd laughs]

Male 1: I'm really proud of him. So then yesterday we're driving home and Holly had a real nice review talking about how she has...doing dinner table at her house and how it's changed things and I'm, you know that dinner table stuff we talk about with our kids is such a simple thing that really does make a difference, and when we're in the car driving home I said, "why did it take you so long to come out to car and talk to me?" because Ann is away. She is doing conferences and doing all of her city council stuff down in Houston and then in Atlanta, so I went to pick him up and I said, " why'd you make me wait here for 15 minutes?" and he said, " well, this girl had a problem." I said, "What's the problem?" and he said, "Is this dinner table talk dad?" I said, "Yeah, its dinner table talk." And so you know he started to talk about this girl and I've made fun of him before being in the friend zone all the time.

[Crowd laughs]

Male 1: Right and I told him right when he started to talk I said, "If you tell her that I only listen to problems from girls if I'm their boyfriend and I'm just your friend so I'm not going to listen to yours." And he goes, "dad...!" you know and gives me that evil eye, right, looks at me and you know he knows it's a joke, he knows I'm joking with him and he proceeds to tell me for half an hour in the car I wish I can tell, because we promised we wouldn't tell of all these problems.

And so, and the one thing he told me at the very end I girl but has to do with drug use and stuff in school that blew my mind, right so he learnt these things but it scared the hell out of me so that's the week I had with Kyle, that was more exciting than anything. Okay, so Brian is going to come talk, like I said I have no idea what he is going to talk about, I did not look up his bio, I've seen his videos online and that's all I know about him so y'all say welcome to Brian Wilson.

[Crowd clapping]

Male 1: and interrupt him anytime and ask questions as he goes into the process.

Bryan Wilson: Absolutely! Because I want y'all to learn this class right here is probably from what Professor Zadeh I don't know what y'all call him but this is probably the most important

class y'all going to take at law school and well how many of y'all are going to open up their own firm? How many are thinking about it but not quite sure yet? It's the most important class you're going to take here. Listen to him, that's really awesome what he's doing for you all. I hope you all appreciate it. If you even don't appreciate it later when you get out of here, you're like "oh damn I would have asked him so many more questions" so let's get to it...

Bryan Wilson: I'm Brian Wilson better known as BRIAN WILSON THE TEXAS LAW HAWK.

[Crowd laughs]

Bryan Wilson: had to get that one out, hopefully it didn't scare anyone else in that classroom alright, so I'm born and raised in Fort Worth Texas and went off to school and came back and I love it here. Anybody else from Forth Worth? One out of everyone...two?

Bryan Wilson: Everyone will know. It's okay but, alright so I went to Pasco High School original goal was to be a stuntman, I wanted to, I was actually training I quit football and started gymnastics in high school and because that worked out dramatically different, and what I wanted to do was I wanted to be a stuntman or stunt devil eventually working up to just doing stunts but you know in the meantime just doing stunts that will work for movies. And my senior year I shattered bone in both my ankles and couldn't do that. It's pretty big resume gap for a stuntman, and so I scrambled and I applied to A&M and TCU and a couple of other places that didn't accept me, but they accepted me I choose A&M [:07:48] "don't be an idiot and get a \$120,000 in student loan debt, when you're an undergrad so choose A&M I was a good move I think I've not used my finance degree at all I think..."

[Crowd giggles]

Bryan Wilson: It was just corporate finance it's not really small business finance I don't know why they don't do that, but then went to Texas in Texas School Law *arggh* yeah I know, I'm wearing an orange tie. I noticed that actually one of the very first times when I was walking around A&M... do you all hiss at people here?

Someone from Crowd: I don't think so.

Bryan Wilson: No?

Crowd: no.

Bryan Wilson: no? We do the A&M traditions though right here?

Male 1: we try. We try...

Bryan Wilson: I can tell one, two, three pieces, four pieces of A&M.

Bryan Wilson: Nice! Alright. Yeah, well I got, I worn orange polo on the campus early on and got hissed at right away, just *hiss* I didn't know what that meant but anyway, so origins of Law Hawk; I was in school just like y'all and it was I think my first year must have been my first year and I was exhausted from all the work we are doing in the second semester, I mean it's probably like 2 or 3 am and we're doing a mock trial competition and so in addition of all the studies for law school we're also preparing for that and if anybody does that stuff I highly recommend it's really important to do if you're going to practice on your own when you get out. It gives you more confidence at least, I don't know how much it really helps but, we're exhausted and it kind of delaries I think at that point and I think I said, "You know we need power rambles" and someone said, "oh what about the legal eagle?" and I was like, "nah, what about the 'LAW HAWK'?" and like everyone in the room laughed and like I don't know they starting to call me Law Hawk and it kind of spread to few more people and it spread to lower classes and it just kind of by the end it was people, in my 3rd year it was people saying, "hey Law Hawk" you know " what are we doing on this" and so I just kind of stuck and I really think it would have died if I hadn't opened my own firm. And the reason for that is when I went out I was thinking about working for the federal defenders office, I was thinking about partnering up with somebody and kind of everyone said ' you're not doing that with us, I am not going to be associated...you know you can do that on your own separate page if you're going to associate with us or the federal defenders office I don't think it would have, I would've had the desire to urge to do something like that and pronounce it and be nicknamed right out of the gate as compared to going to prosecutors office, defenders office, years down the road opening up my own firm and saying, " well now I have a nickname check it out. I have experience and years of it as well." So I think it was kind of risky starting off that way and I kind of had that feeling just all in the back of my head whole time I was thinking; a lot of people are not going to like this that I'm getting right out of the gate, right off the law school and I'm saying," by the way I'm nicknamed lawyer." They're going to hate that, and I'm going to be torn to pieces I imagine, so when I first started... or when I got my bar results I graduated in 2013, got my bar results in November, and opened right up I think in Jan or Feb 2014.

And I got my capital together I borrowed money from my parents and opened up and I'm talking like when I first got my bar results as an attorney I was living at home with my parents and I was mowing lawns just to gather up money to start with, and so as an attorney when you are mowing lawns I was just like," oh my God! What if someone saw me right now? What would I tell them and I'm like; yeah you know you're a graduate; no I am a lawyer you got to...

[Crowd laughs]

Bryan Wilson: "...just got to do this right now" and like I was scared that that would happen but looking back as Judge Judy would say," all work is honorable work" and I agree with her on that, I agree with her on pretty much everything, but anyway...

[Crowd laughs]

Bryan Wilson: so I got the letter from the federal defender's office who I had applied with in January and that's when I was mostly committed to opening my own firm but I wasn't a 100% and when they sent me that letter, I received it in early January it said, " ah we don't want you even though you are ex student [12:16] and got a whole bunch of federal cases dismissed, you know we don't need you, we don't..." and I understand they needed Spanish speakers, they still need Spanish speakers by the way if anybody speaks Spanish here, apply to federal defenders office, they are always in need of people and that is an excellent short cut to get past the state level and right up to the Federal level, so it makes sense?

Bryan Wilson: Okay so, I opened up my own law firm and I had written a couple of books on doing it, but I didn't really know what I was doing, there were no rules. When you open up your own firm, there's no rules, you can do a business plan like I think I did one as well because in one of my books recommended I do one, so you're step ahead of the game that is important, do not treat that like a blow off like, " ahh whatever I was good and type something down a night before" don't do that like really put some effort into this, put some thought into it and when you open up your own firm, just like I said there are no rules, the more thoughts you put behind something the better it's going to be. And it's okay to make mistakes, I...

Male 1: what books did you look at?

Bryan Wilson: I don't remember the name of them, I'll share that with you all in the end I'll look it up on the Amazon, one was a blue book and it's the one that you read that everyone reads, I remember they were reading it for a, as part of the class you know the big thick book...

Bryan Wilson: alright, I read that one and then there's one or two others I read and yeah that's it in your hand, that's it, I had to built a so a lot of it is outdated information in there but a lot of it principled in nature and it will continue to last it will continue to be helpful to you. But you'd need your own thing like what are you going to bring to the table that is different than everyone else because when you get out there you figure it out finally I mean some of you are going to say this isn't true but finally like it is you versus the world sort of, in a way.

And I look at it differently now but that's how I felt like it was right when I got out there, I was like, "I got a... I got into a fight and scramble and somehow got clients to pay my bills and become a successful lawyer." And you don't know how you're going to do it!

Someone from Crowd: were you in debt?

Bryan Wilson: Yes, from law school. I got scholarships in the second and third year but the first year was debt, I got my undergrad paid off but I was in debt, I think it was like \$40,000.

Someone from Crowd: So you came out with loss of \$40,000?

Bryan Wilson: It was like yeah about \$40,000. I thought it was about \$30,000 but I was just wrong on that, yeah about \$40,000 which is pretty good for a law degree as because some of my friends [15:03] I remember one of them was \$120,000 and that's all she could think about like that was just always on her mind like, "how am I going to..." she made her, her pursuit of jobs based on solely based on how much debt I had and how I can pay for each of my [15:20] and I don't think you should do that, and I got lucky and maybe my thoughts would change if I were more in debt, but I don't think you should, I think you should trust yourself, have confidence and you loans can be delayed until you get that incoming, that's what I did, I did income driven repayment plan, have you ever heard about that? Okay, that will help out you while you're starting up if...I see a lot of hands go up that's what you need to do.

So how do I get clients to my door? I have no, I don't know. I don't have a lot of drunk friends and I live here so maybe I'll get some DWI's but when you first get out you think that everyone's going to be just kicking up in your door trying to get, trying to be able to hire you. Like "ha man I need to hire...I'm going to be have to turn down so much business and..." it's not like that, your first year's scary and it's really really scary because you get lucky a few times but then there'll be other times when you've know you've nailed whatever client interview you have and you think you're qualified to take the case and this is something you know you can do and do great for those people and for no reason at all they just won't choose you. Or maybe there is, there's probably is a reason out there but for whatever reason and you don't know exactly what it is and they're not going to be honest with you, they'd be like, "dude you just graduated law school, I'm not going to hire you are you crazy, this is my life this is a criminal offense I can't be hiring some guy fresh out the gate". You don't know what their real reason is and I don't think they're going to be honest with you most of the time and so just trust yourself and have confidence in yourself when you first start out that this is going to happen and it happens to everyone. the best lawyers in the state, probably the best lawyers in the United States, I'd bet you that they've had some kind of experience like that, once they open up their own firms at least I guarantee they have had experience like that.

So I read a lot of books. I put a website together, a website is very very important if you're a solo practitioner or starting your own firm, extremely important! I do word press online you should actually. I had a guy in my law school class that wanted to do my website for free and that really helped out. I think one of the things you were curious about from what Jim told me was; how much did I borrow right at the beginning and how much did it cost? I borrowed \$10k thinking like I need to make sure everything is in order and I only, I was very very careful with my cost, and it only really cost about \$3k to start everything. And so then I have this \$7000 safety cushion to just, and I don't know if you need that much I don't think... I only needed that much but it did feel good that I had that there to where I could, if I had a bad feeling about a client I could turn him down or if something, if it was very slow for a month or two it wasn't as terribly stressful as it probably should've or probably could've been if I'd only gotten \$5k.

And it might be kind of hard but I think I still am to this day. I think if you can find a way to borrow from a bank or however get \$10k to start out with, it also depends on what type of law you want to practice. I focused on criminal defense, I thought that was all I was ever going to do and I so I think you can easily start with that much, yes?

Probably office for a few months, I didn't pay for... the website setup, it's a lot of setting up things. I used my own cell phone when I first started taking calls so I don't need to have one, but you'll need someone to design the website and a nice one. I can't think, lemme think about that at the end and I'll try to get back with you, but there were very few costs that were absolutely necessary and does that book go over it? I based it around that book I think, as it talks about your basic cost, and as I figured out I just hacked away at things I could figure out where somewhere I could get them for free. And so basically take that as an example, I remember taking that as an example and saying; what do I need now, I don't even... did it even mention a website? It's a pretty old book, I know it's been updated a few times but...

Someone from Crowd: business cards, you have to buy those.

Bryan Wilson: business cards, absolutely. Business cards is I mean get twice whatever you think you need and hand them to everyone, leave them anywhere, you have them because a lot of people just need a lawyer, they don't care or know who it is they just need a lawyer right then and they would call you if they have your card so right when you're first starting out give every single person you meet a card, somehow work into the conversation, not in a douche way which is sometimes hard, I figured it out, " yeah by the way I'm an attorney and..." I don't know you just got to figure out a way to phrase it like, "by the way I just started my own law firm and I'm happy to help you out if you ever...I hope you never need me but if you do here's my card" that's a way I'd say it to people. And they'd put it in their card and people have shown me my card whittled away on the edges old and gross looking from I first started out and handed it to them they were like," if I were need you I'd know who to call" and I mean you always, whenever you are starting your own practice you got to think even now and probably even before this, but even right now your reputation is being developed, especially if you're staying in Fort Worth.

You go somewhere else, you're good you can do anything you want but if you're staying in Fort Worth, these people around you are going to be you saw how many hands raised, these are people that are going to practice with you and they're going to be in different areas, they're going to send you clients and you're going to send them clients, does that makes sense? And it's still to this day how it is. I always show to the class prepared, read my cases so I wouldn't had to deal with really embarrassing, how many you all had to do that, " I'm sorry sir I'm not prepared today" and then sit back down, oh boy, you just don't want to do that like that kind of think less and people will remember that. So just think about that, show up to class prepared and your reputation starts now, were you prepared for class, were you attentive, were you helpful in your study groups just think about that, it starts now, sorry to be a big bummer about that but you can't

be going to the bar getting real drunk and acting stupid or people are going to be like,” he’s a stupid drunk I know him from the class” so just be thinking about that. Anyways we got way off track.

[Crowd laughs]

Bryan Wilson: so, will the Law Hawk idea work? So I won an award in law school most likely to have a T.V commercial, and I [laughs]

[Crowd laughs]

Bryan Wilson: I like that award, and so I framed it for my office. And so I was like, “okay, well I don’t want to disappoint anybody, let’s think about how we can do this” and my best friends and I we’re still best friends ever since we were like 14’s or 15’s, one of them is in the room, Nick Buzz aka Officer Buzz I don’t know if you’ve seen any of my commercials but...

[Crowd laughs]

Bryan Wilson: the crazy screaming’ cop office Buzz sitting right there. So we’ve been making videos since we were 14 or 15, as the first one and, yeah it was really good that first one.

[Crowd laughs]

Bryan Wilson: and so we kind of talked about it and in college we’d all met a guy that was a cameraman and an editor and he was talking about...I think he’d find out that I’d won that award and like, “ we need to do a commercial" I just don’t remember the conversation very well, whatever house that was, and I was like, “ yeah, I would love to do a commercial, let’s do that!” and so then we started out the plans the way I kind of... we’ll talk about the first commercial in a second but why did I choose, has anyone ever told you about ‘blog posts’ I remember that book it was talking about making blog posts or one of the books I read it was talking about blog posts right, and those are the ways to generate clients, and I’m going to go ahead and disagree with them. I think it’s that will help, will help your search engine status or search engine optimization on your website but I think the amount of time I had to spend on the blog posts, to write them out and make sure everything was perfect because I don’t want to put something out there with some spelling error or some kind of grammatical errors, something that wasn’t accurate in the law or something that wasn’t funny, because I also wanted it to be funny, for people and I expected like you know once I got done with that it’s been hours and hours and hours and I posted and two likes on Facebook, and I was like, “ ouch okay, well I thought people would really like that” and so then I got to thinking like well we’ve been talking about doing a video let’s give it a shot! And we still wanted it to have an educational element with it where... has anybody seen the first commercial? It’s not on...well I can’t put it on the internet somebody else put it on the internet but the very first one where somebody’s getting pulled over, no? Alright, we’ll watch it in a minute.

[Everyone laughs]

Bryan Wilson: but basically I knew it was kind of risky because if you're putting out blog post there, you don't really have to the ad reviewing committee but if you put out a video they say something like, "hey call me for my services" you have to submit it and they're going to see Law Hawk on there, is that a trade name? because that's what I was really scared about when I first started out, is that a trade name, and on the face of rules at least it looks like to me it might have been and I was really scared about because even if it's not a trade name although of other [25:39] would read the rules and say, "this guy's under the trade name and what a jackass he's violating the rules and yata yata yata" and they'd always told me in law school reputation is important and I'm telling you reputation is important, but I think there's, I finally decided to post it and this is after months of having the final version, I finally decided to post it and it was a hard decision I remember posting it very first time and the original commercial was split into three parts; I was going to have one that was pretty conservative maybe one little silly element in the background or something called "Bryan Wilson the Texas Law Hawk". I was going to have a second part that was about middle ground, a little bit crazy some yelling and wackiness and teach people something about the law so it's helpful to people so all lawyers can talk shit about it, and the third one I was going to make completely ludicrous and I was just going to post that on my personal facebook and just be like, "what y'all think about this?" and just use it kind of like a test market, that I don't know if it would've been a good test market but again a lot of friends get arrested so—

[Someone laughs]

Bryan Wilson: I thought you know maybe if they like it maybe other people will. So, my editor however is, he's hard headed and he's like, "I'm just going to combine all of them into one commercial" and I was like, "okay, well send it over" got the final product saw it, thought it was hilarious, held on to it for a few months and eventually I decided, "you know what, let's just try it, let's just try it" I put it on my Face book, it's on private where other people who aren't my friends can't share it can't do anything with it, let's just test it out and see what happens. So let's watch the first commercial, I hope you can watch the first commercial, it's on Embalmer's world.

[Someone laughs]

Someone from Crowd: you tell us about Embalmer's world?

Bryan Wilson: What's that?

Someone from Crowd: why do you need Embalmer's world if you can't have it?

Bryan Wilson: somebody else downloaded it off YouTube and put it up. I don't know how to access the internet here.

Bryan Wilson: I don't know, hang on let me see. Bear with me everyone, we're going to check Facebook real quick. Do you ever look at Facebook when you are in class?

Few crowd members: never.

Bryan Wilson: you're paying a lot for the education, you think that will work?

Someone from Crowd: yeah I think there's a way that you have to do like get a password, I mean I could just login for it.

Bryan Wilson: email address or guest username and password somebody wants to be...

Bryan Wilson: alright, let's give him a hand everyone.

Male 1: I'm just going to login in for you.

Bryan Wilson: any questions that were waiting? No questions at all?

Someone from Crowd: I have a question, turn out to both of y'all what y'all think about this because in the practice it talks about you had mentioned hold out for the type of law you want to practice, you said that student debt can always be repaid later on, you give the same advice for say somebody with the family who you're the primary bread runners and so not only will you not been paying down your debt during that time but you'll actually be going further into debt, waiting for the perfect get out.

Bryan Wilson: I don't know what you think, you have a family I just recently have a family.

Same person from **Crowd:** my philosophy is you got to know who you are what your limitations are, I thought when I got out of law school I was an idiot I didn't knew what I was doing, and I just well needed to make some money, so for me it makes sense to just go out and find a job side, I wish I would have been going out.

Bryan Wilson: thank you so much.

Same person from **Crowd:** when I started in the late 80's or early 90's that was the, there was so much to be made, it was really easy to make money back then so I wish I would have gone out to what I wanted to do, but I just thought I didn't know what to do and I'd be mowing lawns like you did you know and just not, just got to get off before it took it.

Bryan Wilson: So you're asking if you should wait out for an associate job or open up your own law firm.

Same person from **Crowd:** or I mean like so I'd like to do corporate law so but say there's no real openings for that and there's a ton openings for criminal defense, is it worth going into criminal defense knowing that I'm a family law attorney so I never want to practice family law, I know that.

Male 1 Laughs

[Someone from crowd laughs]

Same person from **Crowd**: I wouldn't do that in my experience. I did family law and hated it and I just would not have liked to go to work and it's just bad when I did it. So do what your passion is and this is the guy who's done what his passion is and look how he's become alright, he's become successful.

Bryan Wilson: I think there's an assumption in what you said if there's no openings on corporate; there are, you just have to find them. You have to relentlessly nonstop meet as many people as you can and ask every single person you know where if they know of anybody who knows anything or know of anybody who might know of anything and just be relentless, unceasing onslaught of action just be persistent! And if you're persistent enough and you don't give up you will find that job, and you don't have to do something you don't want to do. And if you do something you don't want to do you're going to hate your life, I mean you're not going to hate your life but while you're working you're going to be just hating what you're doing like," Oh God I got to go into family law court and listen to these people and talk with these people" and that's no way to live so I'd say don't give up keep going until you find it, I know you can, as long as you don't give up you'll find it so, alright, here's the first commercial hope you got sound on this.

Male 1: did you plug the aux cord in?

[Overlapping audio]

Bryan Wilson: I turned it on let's see. How much time do we have, how long is two hours? We've got plenty of time.

[Someone laughs]

Bryan Wilson: The internet seems to be working.

music playing

Texas Law Hawk, times of Justice!

They call me the law hawk!

I'm the law hawk!

I'm the Texas Law Hawk!

sirens blowing

I got a [36:26] you all have been drinking, you all stay right here.

Bryan Wilson: *you look so young.*

[Crowd laughs]

Somebody has called the Law Hawk, don't let people roll you on a hunt, know your rights, call Bryan Wilson the Texas Law Hawk today.

Law Hawk!

[36:35] been arrested? If so call Bryan Wilson.

[Crowd laughs]

Call the Law Hawk!

[Crowd laughs]

Bryan Wilson: we had a long, we had a long talk about that, I was like, “you can't put it that in the scene, the stick didn't break.

[Everyone laughs]

Bryan Wilson: he's like, “I'm laying it in there its funny” I'm like,” alright whatever”.

Crowd member: [37:08]

Bryan Wilson: thank you, appreciate it. Alright, what you all think about the first one?

[Crowd laughs]

Bryan Wilson: was it good?

Crowd member: what was the budget down then?

Bryan Wilson: \$300 I think. Yeah I don't know its \$300 or \$500 or something like that, so that was part of my start-up cost, that was one thing I had budgeted \$500 for my first commercial. And we just went to a parking lot, just shot a few scenes and found a bar that would let us do something silly outside the area and just went for it. So, what's the violation in that first one, because immediately somebody downloaded it and send it to ad review committee and put it out on the Terran County list search and send it out to all the lawyers, I imagine they probably downloaded and send it to all the lawyers and then also sent to the...wait no actually I forgot an ex girlfriend sent it to ad review committee.

[Crowd laughs]

Bryan Wilson: yeah and she said it was her sister but come on like...

Crowd member: so wait a minute I want to hear this.

[Crowd laughs]

Bryan Wilson: yeah so we can get into that if you want to, but basically when that got sent out on the Terran County listserv what do think happened?

Bryan Wilson: “this is exactly why the supreme court...” you know just going bananas about it. They said a lot of mean stuff, “this guy just ruined his legal reputation in a minute and six seconds, what an idiot, jackass”

Crowd member: Clown College.

Bryan Wilson: Clown College! I didn't go to clown college, I joined a profession!

[Crowd laughs]

Bryan Wilson: I love that one, I wrote down every single one of those quotes and you'll watch another video here in a little bit I got something funny for y'all.

Crowd member: So how did you feel when it went out there and all of the sudden you got all the negative reviews, did you freak out? Did you act tuff?

Bryan Wilson: so at first I was like,” oh my God, I can't believe how mean they're being like”

[Crowd laughs]

Bryan Wilson: Like I didn't think it was that bad I mean I thought I could have done...we had a lot of other ideas that we didn't do.

[Crowd laughs]

Bryan Wilson: [laughs] this is like fairly conservative I thought and they just let me have it and you know I thought about it for a while; first I was kind of upset like, “ oh my God, this is...” and I don't know if the first person meant for all of that to happen when they sent it down to listserv , but I think they put it out there looking back on it in kind of like a insecure way like I don't know what everyone's going to think like,” hey check this out from an attorney around here” and put it out there and that's when I don't know 20 or 30, its more than 20, its probably like 30 something emails that were, mostly mean. There was like one or two that were like,” back off what are you all doing, he just opened up his own law firm” like; let him do whatever he wants to do if it actually works. It if is done its done.

Crowd Member 1: I was just going to ask from your side did you hear anything I mean you've been around Forth Worth?

Nick: [:40:14] worse than this?

Crowd Member 3: in terms of being cold degrading a profession?

Bryan Wilson: So yeah it was hard especially when we were first starting out you know this is my first year this is before my first year was over and you know so I'm not...I'm struggling to even survive as a law firm and everyone's saying that and I was...the stuff they were saying and from experienced respected attorneys I was like," oh my God is this a mistake I don't know and then I got publicity from it. I went on a T.V show and I think I did a news interview and there were a few or a bunch of articles written about it, and this is all with it being take down. And I was like, "there's something here, like there's something big and so I can either tug my tail between my legs and say; I've made a mistake" and here's the thing like to me honestly why I ended up doing this is I thought," even if this is the worst mistake of my entire life and carrier, I was just in my twenties and you know I'm in my thirties now I'm not that guy! Oh you remember when I did that thing oh okay. "And I really looked at it as kind of a risk free thing. I mean it might be risk for a few years but I looked at it like," even if it was a really bad decision I can look back and say; I was young and didn't know what I was doing. "

Crowd member: and financially you were in a position where anybody can do anything to you at that time, because you had loans out, you really had no assets as to speak of, so it's the time to take the bag off the shoulder.

Bryan Wilson: and I don't know what they've could do now even I mean...

Crowd member: no but I think if you had money people can find ways to try and make your live miserable.

Bryan Wilson: yeah maybe I don't know I just...

[Crowd laughs]

Bryan Wilson: [laughs] I don't know.

Crowd member: I tell them all the time to take your bag off the shoulder when you're young. Take the risk when you're young.

Bryan Wilson: Absolutely, I fully agree. Just go for it. And so we didn't even talk about it, and the review committee came back and was like, "we have this report" and I was like," pssh okay, it's from [:42:34] that's good" so what's the violation there? I had to tell my editor to take it down and I can't put it up anywhere, I can show it to people for educational purposes but what's the violation there? I thought it was going to be way way different from the one it was.

Crowd member: were you kicking the...yeah.

Bryan Wilson: that's what I thought it was going to be. Nope, no violation you can assault officers on your video.

Bryan Wilson: every single time you say 'Law Hawk' your nickname you need to say your real name beforehand. Does anybody know the rule? It could cause confusion to the viewer.

[Someone laughs]

Bryan Wilson: even though if you remember," I'm Bryan Wilson they call me the 'Law Hawk'!" And they're like, "well afterwards you say just something about Law Hawk by itself that could cause confusion in the viewer"

[Someone laughs]

Bryan Wilson: alright well we'll go and take it down and then we'll throw in a scene in the middle there at some point where it's like me I don't know rescuing a kitten or helping an old lady cross street, " Bryan Wilson"

[Crowd laughs]

Bryan Wilson: you know and then the video works for some reason but anyway, it could cause confusion in viewers, if you have a nickname and that's the lesson to take from that is you need to have your real name right next to it before or after it doesn't really matter but and this includes even in the phone!

Somebody pulled out a phone that said 'Law Hawk' on there, which I don't know if you noticed in every single one, it's like they're calling me but actually it's somebody calling the phone, it just works because you...so much shit is going on!

[Crowd laughs]

Bryan Wilson: but if you see Law Hawk anywhere it has to be 'Bryan Wilson the Texas Law Hawk' or 'Law Hawk Bryan Wilson' so does that make sense? Anyway that's your first if you want to be a nickname lawyer, you can, anybody here can yes?

Crowd member: so you're saying if you say it five times throughout the commercial you have to say your name five times?

Bryan Wilson: yep.

Bryan Wilson: which actually turned out to help out with name revocation in the later commercials, like the but actually I'm okay with saying; Bryan Wilson Texas Law Hawk. And everyone's like " ahh he's so self centered" and I'm like," nah, I'm just following the rules as best as I can"

Bryan Wilson: maybe we'll work it in there so, so Bryan Wilson Texas Law Hawk that's alright but Law Hawk by itself not okay because it would be confusing.

Crowd member: now was it the ad though?

Bryan Wilson: At the end I say, "If you are a local who has been arrested, call Bryan Wilson the Texas Law Hawk today" and that's good enough to send it into the ad category.

Crowd member: so you should've submitted it at the time you put it on the internet?

Bryan Wilson: well the way I read the rules if I have it just to my personal friends like Facebook friends as long as your stuff is on private you don't have to, but people...I think my editor also put it up on YouTube and I shared the link on my private Facebook and I hope that was still legitimate but your YouTube is still going to be public and they view it as...even though your editor, cameraman, you know film guy he is still your agent, it has to do with your agent. So is your agent, I don't know anybody taken business what y'all call here?

Crowd member: business associations.

Bryan Wilson: Business associations? So, is he my agent? That's the questions. And you want to air on the side of caution because if a really badass commercial gets a million views, guess what you have them send a letter and you gotta take it down. So, we'll talk about that in a minute but pre-approval is the way to go. So what do I do tug my tail between my legs and say, "I need to find some way to go back to blog post" or do I go bigger, crazier and get pre approval? And I went with the second. So bigger, crazier and make it more clear.

Crowd member: Bryan talks about your thought process.

Bryan Wilson: with these commercials?

Crowd member: people would have gone the other way and not done a second commercial. What is it about you, your personality, the way you are that said, "I'm going to do a second commercial"

Bryan Wilson: kind of anytime somebody tells me I can't do something I want to do that thing so much more.

[Crowd laughs]

Bryan Wilson: like this will never work; what an idiot, jackass, pug, like who does this guy think he is! All of that just fueled me so much and I was like, "oh I'm going to show y'all—

Crowd member: but we talk in the very beginning about professional identity and sticking with your core values and who you are, does that fit with your core values, do these commercials fit with the kind of... the type of person you are, you are funny, fighter, does that fit with you?

Bryan Wilson: I think so I have always wanted to make people laugh ever since I was a little and when I met all my best friends they just encouraged me way more and so we all collaborated on this. These are, generally, my best friends in these commercials that are playing the actors. [:48:15] we are running out of people now but yeah we've always love making people laugh, we

love making videos and I figured if we make them funny enough people share them and it's kind of like for most advertising when you first start out you have to pay and you have to pay a lot and I figured out this is kind of way around that, you don't have to pay for this if it's funny enough. And I think it works with any skill you have, if you're good enough you can avoid the rules by doing that, or avoid the general sampling you got to pay a lot of money to advertise, because when you first start out you are not going to have the money to compete with people who've been around for 20 years and are okay with the internet. If they've been around for 10 to 15 years they've got an established law firm and a lot of income coming in and they understand the importance of the internet not just like, "ahh websites I don't know how to use it, its unimportant standby reputation alone" the ones that know that, they spend a lot of money on adverts and they do a lot of things that are really not to me following the rules and then send a whole bunch of emails on the list serve on how, how much of a jackass I am but they'll put ads out there and spend a lot of money on them to where somebody Googles; criminal lawyer Fort Worth or criminal lawyer in Fort Worth their ad will pop up right away like, "100% dismissal rate" and she's like, "wow I know that's now true and you can't say that but whatever".

But yeah does that make sense? It's the way around that, so yes?

Crowd member: I remember you said that your first dream was a stunt double, do you think you're living that life through the commercials like you're living part of your dream?

Bryan Wilson: yeah and that first one there weren't any stunts but have you seen any other ones?

Crowd member: yeah.

Bryan Wilson: I've been getting more and more dangerous and...

[Crowd laughs]

Bryan Wilson: and I love it like yeah it's a huge throw and like I always think of Nick are writing the commercials and whenever I write something and it's a ridiculous it's just like a its funny when you say it out loud or its funny in my head but when I'm actually like sitting there on the jet ski and I wouldn't even say I'm playing in the water just like, "oh my God I'm about to do this"

[Crowd laughs]

Bryan Wilson: I might die like that when it hits me or like going through the window on the motorcycle, it's really scary for a second but just gets me pumped up. I love it. And I'm going to do it. I'm not going to chicken out, because I wrote it down and now I have to.

[Crowd laughs]

Bryan Wilson: So anyway, try to take a look at this next commercial, where's the violation at? God please let this run smoothly, come on.

music playing

Bryan Wilson Texas Law Hawk

Paws of Justice

Bryan Wilson, the Texas Law Hawk

[Crowd laughs]

For Justice Bryan Wilson the Texas Law Hawk

[Crowd laughs]

siren whirling

Inaudible sounds

Doesn't he need a warrant?

You have 5

I don't know

4

Someone just called me!

3,2

You know you need a warrant for that!

Know your rights; call Bryan Wilson the Texas Law Hawk today

Bryan Wilson the Tex [laughs]

[Crowd laughs]

Are you a local and are being arrested?

Call Bryan Wilson Texas Law Hawk today

Bryan Wilson Texas Law Hawk!

Bryan Wilson: alright, thanks appreciate it. Alright, so where's the violation? Do y'all see one?

Bryan Wilson: anybody else? I'll give you a hint: it happened in the first commercial they didn't say anything.

Crowd member: clearly you can tackle the cops.

Bryan Wilson: yeah oh I know I was excited about that I was like, "alright!"

[Someone laughs]

Bryan Wilson: that opens up and why I did that was or why I took that risk because I thought just fragmentally that you can't do that you can't commit a felony on your commercials it's ridiculous you can't even act like you are but I saw Bryan Longcarr one time, he's walking down the street and he just pushes an insurance agent and so if they didn't said anything I know he gets all of [:54:24] approved I'd be like, "what's up with that" you allowed that where's the problem there? And we just had a little tussle there, they didn't say anything about that and something they love to say is, "we only regulate on the rules, we don't regulate taste" and so yeah, that's I think they get the justification but...

So whenever my, another one of my best friends Luke, he's the guy that's playing hungry hungry hippos, he pulls out his phone and there's a pivotal scene where I'm kicking through the wall alright? Well that's an actor or model portraying a client. So, it happened in the first one but that's an actor or model portraying a client! As far as they knew, and thankfully former clients, clients and former clients can portray your clients or former clients and so I got extremely lucky on that one and it is still up. But it almost didn't stay up. So now I have been approved I'm releasing and I'm thinking, "oh hell yeah this one's going to go bananas on YouTube like you know 10 million views easy ha-ha I'm going to win" but whenever I put it out there I think it only got about thirty thousand, thirty or forty thousand something like that and they kind of fell flat, and of course came all the emails and this time I was just like, I knew I was going to use them I didn't know how but I started like recording everything or copying and pasting all the texts they were saying. But I kind of fell flat and I was like, "dang I thought that was going to be good" I thought that was one reason it didn't go to millions of views was because the ad review committee made me take it down. What's going on? Is this a mistake? I mean that one, the second one cost double the first one did. So now I'm thinking like am I making a mistake with these, like is it a mistake with money, is it a mistake with time? Are we just out there we just wanted to do something silly while we're drinking and this is just a poor business decision? I don't know!

That one was actually just a house party that turned into a commercial.

[Crowd laughs]

Bryan Wilson: It worked out okay though, yes?

Crowd member: now your videos went viral and you got a lot of views but how is that compared to people calling you?

Bryan Wilson: actually it's a great point so this is the first time or with this commercial release so I'm sitting there thinking like, "I don't think this is going to work" I had my first client call me up, coming into my office and hire me and I said, "by the way I always like to know how people heard about me" and I hadn't heard this at all yet. And he goes, "yeah I saw one of your commercials I think on YouTube, somebody shared on Facebook and yeah you like tackled a cop through door or something"

[Crowd laughs]

Bryan Wilson: "and I thought that was really funny and I checked your credentials that was like criminal defenses" anyway and I was like, "oh okay" and acted like I was writing something but in my head I was like, "yeah! Wow! How about that, everyone saying that I wouldn't get any clients from this, how about that?"

[Crowd laughs]

Bryan Wilson: And so yeah and we got into the broken character like he just threw that right in there and I didn't know I was going to be in there, everyone liked that a lot. Now the negative responses are not, they are not, "this guy's a chump ha-ha" they're more like, "this is never going to work, what a dummy" like, "he's a stop I think he's trying to get a whole bunch of attention from this, it's never going to work, it's not going to... what a chump" so, oh one quick point; whenever if y'all do videos and you get attention and you become known as some nature in the law which you probably should think about that somewhere you should try to horn in, if you go on media, which media appearances bring a lot of clients you got to think about that, they're going to ask you some questions, they will have to ask you some questions that controversial and a lot of them can potentially violate the rules. Just be on your toes by saying that if that's your first one, that they will try. So just...and there've been times when I've answered questions and just say, "I'm not going to answer that" or the answer is this, they will find a million ways to phrase it to try to get you to say something if you do say something that you're not really fully comfortable saying, that will be the headline! So just think about that.

And when you've made a statement to the media, does that make sense or is that too broad and vague?

Crowd member: any idea of a question?

Bryan Wilson: there's something on it was Carrie from Star Telegram that asked me something about DWI's or I think it was whenever Ethan Couch was getting into some kind of trouble and they were asking me something that, it was like he was asking me basically to give legal advice like, "were you saying you should refuse all the test all the time and cops are always messing

things up?” I was like,” no I’m not saying that” and he then kind of broke it down and just kept trying to get me to agree to any of these and I kept saying no and nothing from me appeared on that article as I remember. And that’s okay because he came back for a couple of commercials actually and wrote just a really nice long article with pictures and everything afterwards so just don’t feel like,” oh no I hope I’m not going to get cut out of the paper” because you know attorneys would just jump at the chance to get into newspaper in something they’ll say a lot...somebody would say something will say something on one of those printable. But just be thinking about that, that if you say something really bad out there they will take whatever you felt a little uncomfortable saying yes to or no to and they will put that right at the top. So does that make sense? Okay, that went too vague.

So, what do I do from the second commercial that fell flat? The second commercial was based on something that actually, I believe that’s something happened to us once I don’t know if you were there but like cops screaming about how they’re going to...no I think that one, first one was based on something that happened to us, second one was based on a case I read where cop was talking about how he was going to kick open a door for small marijuana. As I recall but anyway, where do I go from the second one because I kind of fell flat.

Is this going to work? I have no idea, do we want to try a third commercial and I thought,” yes absolutely we’re going to try a third commercial and I want to go way crazier” I thought I was going to go crazy with second one I tackled Nick through the door and we did not have safety equipment it was just, I think we put a chair out there?

Bryan Wilson: so on the third one what I thought was I see or anytime on Facebook at least I see people all the time sharing something that’s holiday related it’s just and news companies are doing it, any or your friends are sharing articles that are Halloween related it its Halloween or [1:01:46] everything if it has anything to do with Halloween video wise its going to get shared around that time and I was thinking if I made a holiday themed commercial and got it out you know you got to backtrack as you need 25 days to submit it to ad review committee and you need time to edit and you need time to shoot, time to plan, time to write, if I get this done I think I can release this you know a month before the holiday and get a lot of attention on it or potentially. So, we based it on Halloween and one thing I had my clients commonly say is, they would be soft for DWI and they didn’t feel comfortable doing any of the test and the cop said, “we’ll send over the [01:02:33] if you have to” and they’d be like,” oh okay” and they just do all the test and that was kind of making me mad because of like no refusal weekends don’t change your constitutional rights. You have the same ones before no refusal or I think it’s now and at all times no refusal, all that means for anybody who doesn’t you know is, they’re going to a judge awake, a nurse available, and their policies to write up a blood [01:02:58], does that make sense? So, that’s the only difference between no refusal.

So I kind of wanted to tell people like,” don’t let those words scare you” I don’t think that was right for the cops to do that, “ it’s no refusal weekend, you have to blow” and I just didn’t liked

that so what we did was commercial number three. And let's see, hopefully the link will just work.

****music playing****

Bryan Wilson Texas Law Hawk!

Bryan Wilson: yeah.

Bryan Wilson the Texas Law Hawk!

Challenge of justice!

Do [1:04:03] do wheelies!

[Someone laughs]

Man it's hot out here!

Bryan Wilson...

Overlapping audio

The Texas Law Hawk!

Bye guys.

Bye.

[Crowd laughs]

****siren whirling****

Well well well, it's no refusal weekend so you have to blow!

[Crowd laughs]

Otherwise you're going to lose your license. These things are a 100% accurate.

[Someone laughs]

Ha-ha blow it!

[Crowd laughs]

Surprise, failed!

Someone just called me!

Crowd member: this is where you lost me right here, this is where you lost me.

[Everyone laughs]

Bryan Wilson the Texas Law Hawk!

Have you or loved one been arrested, so call Bryan Wilson Texas Law Hawk today.

Bryan Wilson: alright. And so with that one, that one went, we knew there was something different around when we posted it. It was shared, it was a pretty crazy feeling but see how many people sharing it and then those people were sharing it and then other people were sharing it and it happened fast too and I remember at one point I was sitting there in front of my computer and I hit refresh on it and it was like a hundred thousand people had looked at it in one refresh and I was just like, "wow!" it was a pretty tough feeling to describe but it was kind of overwhelming and it just kind of solidified everything I'd thought might work. And it really boosted my confidence a lot on that one. So, after this one you know I think right now it's right at two million views but right at the very beginning it got over a million and so when you have a video that it doesn't even have to get a million hits if you get a video that's I'd say even over a hundred thousand hits you're going to get attention, you're going to get clients, you're going to get probably some, potentially some...I mean obviously depends on what it is, if its you know an embarrassing video of you drunk in a bar probably not but if its something positive and news companies can share it you're going to get something involving news and really the news is what brings the most clients I've seen.

Any kinds of news interviews you do especially there's one with, on channel 4 that was live and that one brought in quite a few clients so it got a lot of attention, a tremendous amount of attention and I think about probably like two or three weeks after that happened I got a call from somebody who said they were from Taco Bell, and they were like, "we want to do super bowl commercial with you" and I was like, "okay"

[Crowd laughs]

Bryan Wilson: which one of my friends is messing with me, that's what I thought at the bottom of my [1:07:32] was and Luke the guy that is playing hungry hungry hippos he was my assistant at that time, he called them back and it actually was Taco Bell, and they wanted to do a Super Bowl commercial and it was just really really good timing and let to a lot of publicity that, which let to clients. And even just a few years out of law school really felt like, people were treating me like I was establish even though I'd just been out a couple of years and it kind of [1:08:05] first stood out in your office and people ask you questions like, "how long have you been a lawyer?" okay, "what's your percentage wins of cases" "what's your you know how are you going to...is this going to be on my record?" and they just ask you questions that they're testing you they're going to see like, I don't even know if I'm even sure, after talking with you, you've gave me

everything you've got I don't even know if I'm sure right now. And especially when they don't even hire you it's really really hard to have that and after that, it just stopped!

And it happens occasionally still but where I was doing wit hit like most of every client, it just kind of went away and so I had one the other day that happened and he didn't hire me but I don't care I didn't liked him anyway, so—

[Someone laughs]

Bryan Wilson: but that, when you get something like that, when you become a name that people call to talk about the law which, that's kind of was my goal to do something like that, that involves the law and be the one they call on, it really helps with your reputation which is kind of important. So, let's get back here, what's my time like? How much, yeah your question?

Crowd member: can I ask you a question, what was your time frame from bar exams results to commercial three? Like how long was that?

Bryan Wilson: I got my bar results...probably like 2 years. I got my bar results in November of 2013, released the first one I think in September I believe, yeah September of 2014, the other one I think in January of 2015, is that right? And—

Crowd member: Super Bowl of 2015's or 2016's.

Bryan Wilson: 2016. So then yeah it must have been like September of 2015 for commercial number three. And this whole time, by the way this is not sitting on my ass just hoping the commercial's going to work, I'm also as a backup plan trying as many cases as I can and as serious as I can. Even cases I really didn't want to try I'm sitting in second chair to get experience to where when one of these videos works if it does works like I wanted to I have the experience to take any clients I want because I don't want to be an idiot out there like," yeah I'm the guy that does some stuff on videos come' on and hire me" and then not be competent to handle the case.

And so this whole time I'm trying as many cases as I can I think...especially if y'all are thinking about criminal law which is a good consistent source of income when you're first starting out you need to be trying cases right away if you can. And I think that's the way you get better at it and you get more respect around the courtroom as you try more cases. Do you have a question?

Crowd member: yeah I do, in that same vein I was wondering what you were doing to get clients you said you were second chairing. What were you doing to kind of fill in the gaps in order to get you know face time with clients?

Bryan Wilson: So these don't take a long time to film, it takes a little bit of time to write but, are you saying what I was doing for income in the meantime?

Crowd member: well yeah like how were you tracking clients at work that were coming from the videos?

Bryan Wilson: I had so many ideas that just didn't plan out. I tried...business cards are if you want to know the best ones I've done, business cards probably just handing out to as many people as I possibly could that is by far the best and I had some great ideas, I still to this day I think they are great ideas," why didn't that work"

Bryan Wilson: I noticed at bars they were always putting wristbands on people, yeah and I was like," these people were drinking and they were going to be partying and these people are over 21 so they were going to be almost assuredly drinking you can't get wrist band if you're not drinking, and they are going to be out on West seven you know screwing around doing whatever driving home and getting arrested, I'm going to put my name and information on their whenever they get into the jail so they'd be like," alright, Law Hawk got it"

[Crowd laughs]

Bryan Wilson: I thought that was a great idea, 10,000 wristbands, zero clients!

[Someone laughs]

Bryan Wilson: very shocked about that one. So I don't know. I still think it's a good idea though. Somebody in here needs to try that thinking it might be a good idea. And I haven't tried them since that third video so but doesn't that seem like that, that would work?

Crowd member: yes.

Bryan Wilson: so, get ready for about I'd say one out of every ten ideas like that works. And you just have to keep trying, be persistent. If something didn't work give it some extra time. The hardest thing I can't really give you, get advice on is; when to give something up. It's hard to figure that out because I tried to follow the rule like be persistent, don't give up no matter what, but sometimes you have to be like; ten thousand people had that on the wrist and I didn't get a single call. I even had some in there where you could like text a number like," learn your rights, text DWI to this thing. And I thought like, and I got like ten texts so maybe some people read it but I guess not many people read them when they're [1:13:11].

Snap chat filter? That's a good idea, I don't think anyone's doing that yet. That's another good one.

Crowd member: [1:13:18] started like 1 o'clock in the morning but that one—

Crowd member: that's not going to work we won't be able to see another one.

Bryan Wilson: so I don't think—

Crowd member: I've thought about that already I just have no idea how we even approach that [1:13:29] way to earlier—

[Someone laughs]

Crowd member: brain is just like,” oh okay”.

[Everyone laughs]

Bryan Wilson: You mean videos of the bar? Like—

Crowd member: yeah but if you get everybody to like, “ oh look Bryan Wilson got a snap chat filter and they start doing you know the Bryan Wilson [1:13:42]”

Bryan Wilson: That could be, I don't think it would have worked before the third video. I just think people would, they might have done the snap chat filter, I have no idea, I'm always trying to a cost benefit analysis and like they way I justify these commercials as they are only like \$500-\$1000 something like that if I get one client it paid for and so far they've worked I mean—

Crowd member: how much did that commercial cost?

Bryan Wilson: That commercial, I mean they generally doubled in budget each so \$500-\$1000, that one was \$2000 I think or \$2200 something like that. Then came the fourth commercial, our highest I think it's probably our highest budget yet.

Crowd member: while in boats?

Bryan Wilson: yeah.

Crowd member: [1:14:29] expense?

Bryan Wilson: yeah we wanted boats and so—

[Everyone laughs]

Bryan Wilson: any other—

Crowd member: [1:14:35]

Bryan Wilson: any other question about the third commercial? Are you all still interested, you want to keep going? Yes?

Crowd member: I have a question, how many calls [14:43]?

Bryan Wilson: oh God!

[Everyone laughs]

Bryan Wilson: so many before—

Crowd member: it's expensive.

Bryan Wilson: And its expensive because I have a call answering service now, still my cell phone number but I have it forwarded to an answering service and so there used to be \$1 a minute and now they're like \$3 a minute. I'm going to be switching. Callrevu is good but they're little pricey for when you first start out so I'm probably going to go to...there's one that, the Colbert Show, it was a Steven Colbert Show late night, they used one and that's how I discovered them but I was thinking that call answering service that they use and like McDonalds and few other places use as well. And so it's probably price right as my best judgment on it and I believe it's only 99 cents a minute like I would do that it saves you having to have an office line! But the setback to that you got to think about is you get texts and calls all the time well at least texts, they'll figure out the texts get past that and you'll be getting texts from your clients all the time "I'm getting arrested here" he'll answer anytime and—

Crowd member: his cell phone broke when the third one went viral because—

Bryan Wilson: yeah.

Crowd member: because he hadn't even thought about the potential of so many people seeing this and after it hit the front page of reddit he was getting calls from people I mean non-stop," I just wanted to see if you're a real lawyer"

Bryan Wilson: yeah.

[Crowd laughs]

Crowd member: some of them were really funny but like his cell phone literally—

Bryan Wilson: It broke.

Crowd member: he had to go to AT&T and get it fixed so maybe think about that if you're going to—

Bryan Wilson: yeah.

Crowd member: calls go.

Bryan Wilson: So just be thinking about that if you are releasing videos like this it could happen to you and just be prepared... I thought I was kind of prepared but I wasn't so I just prepared for that and the same thing happens. You don't have to get millions and something views to get a shitload of phone calls, so just be prepared for that if that's your goals; viral video route. Or I think even a video route in general is a good round to go but just be prepared for it.

Crowd member: just how do you evaluate the marketing whether it's working or it's not working just based on whether people are saying that they saw the video or you know it's like you know you said you didn't feel like anybody call off the wrist bands I mean its kind of hard to tell whether your advertising is working or not. Because not all the clients tell you where they came from?

Bryan Wilson: it is hard I try to ask every single time I get a paying client in the door you know," how'd you hear about me" and usually though if I do not, I usually already know how they're there but almost always its," I saw the videos" now I mean I don't know of anybody that's coming into my office that hadn't seen them. If they're an appointed client, there's a chance they haven't, I've had people coming into my office and talking with me and later on they're like," yo man you didn't tell me the Law Hawk!" like—

[Someone laughs]

Bryan Wilson: yeah as stone tell people like [laughs] thought I have to I mean it's no point of rather just do good work for them but that—

Crowd member: some of the similar websites saying that will report you know...

Bryan Wilson: I have something at the bottom of my—

Crowd member: how many hits you have—

Bryan Wilson: yeah.

Crowd member: and stuff like that, I don't know if there was a marketing service that you use.

Bryan Wilson: No and the thing is like there's so many services you're going to get assaulted by services, people trying to call you up; salesmen trying to sell you things, people trying to give you services you probably don't need anything they're talking about. So that's, if it's a marketing service I'd say when you first start out cut cost, you know how to do that, you don't have to have...just do yourself. You're going to be working a lot your first year especially. You'd be working a lot, you know if you have family I don't you're distant or if you don't have family you know you get a dog or something—

[Someone laughs]

Bryan Wilson: You otherwise are going to be pretty lonely. But yeah your first and really it's my first 2 years where all I did all day other than working out or eating was formulating I mean I just didn't even go out on the weekends very much so just be thinking about that it is a tremendous amount of work and almost in descramble amount of work when you first start it out if you want to do it right. Yeah?

Crowd member: you said the point, do you still take the wheel or did you start on the wheel or...?

Bryan Wilson: I am still on the wheel and really leaning on getting off of it, I just they caused me the most stress and they take off the most time and they pay the least and I like it because I like helping out people but it's getting hard this at Charles's week this is really Nick and I both were really really happy that it's over with. And it just hasn't happened with private clients and so I think I can have people at my office and help them out if they don't have a lot of money. I think I can help it that way instead of being forcibly appointed to a bunch of shit heads sometimes that I don't really want to represent. I don't mind if they're shitheads, that's okay but if they're also very difficult with me and won't do work or won't do things I tell them to do it gets really hard, anyways so, does that make sense? Okay.

Crowd member: do you have any trouble collecting?

Bryan Wilson: no I don't, I still had a client today that she signed up for I don't know \$3000 or \$4000 dollars and she had somehow [1:20:17] to know that she only made two payments on her entire amount and we are like about the get her case done and over with and so I'd say my biggest faults are collections and keeping track of who owes what and when it's due. And I don't have a good system to tell you all. I hope somebody here can help me out after this class.

Bryan Wilson: I know a lot about like corporate finance, I wrote my final project on studying, you have to write something on some corporations, mine was Rick's Caboray and so—

Bryan Wilson: it's already up there. They just didn't respond within the deadline or at all. But they didn't respond within the deadline and I'm like calling them up like," are you sure?" oh by the time Monday came back around a week late I was like," hey what's going on with that response?" they're like," ah it's still on someone's desk" and I was like," that's all I needed to know". And hung up and went on my best judgement of the rules that if they don't respond within...they're holding me too ridiculous with these rules, I'm going to hold y'all to the same, I read these rules and if you don't respond this is presumably good. And that should've been what it was; they didn't find any violations. Actually, is it being recorded?

Crowd member: it is but we don't, certain things will be cut out.

Bryan Wilson: okay, actually...I don't even care if they know of this, I purposefully included a segment that I thought was likely to get their attention. The part where I'm like," Bryan Wilson Alhaconda LA"

[someone laughs]

Bryan Wilson: well I didn't put it out there that I speak fluent spanish and so I figured they'll be like," well you don't actually speak fluent spanish so that could cause confusion in the viewers

that you do” and I thought they would say something, we had a backup version ready to go like,” come’on say it, say it, say that one thing”

[Crowd laughs]

Bryan Wilson: but yeah they never even responded for whatever reasons anyway, so that’s how that went, it was really awesome Taco Bell after that, do I have to submit the Taco... I don’t know if y’all going to go the same as I did but you don’t have to submit the Taco Bell ads or the Cleo commercial I did because I don’t think we submitted the Cheap and the Derby somebody else’s commercial. It’s all about like you are, do you have control over the final product? And they’re still really nice and they’ll help me comply with the rules as best as like. It really helped me out if you put my name and Law Hawk on there.

[Crowd laughs]

Bryan Wilson: and like this is a super bowl ad like thirty seconds is all we have and it’s a lot of money, I’m like,” please just do it” and they’re really nice they put my logo out there and then on the full thirty seconds there were actually two super ball commercials, have you all seen them both? Everybody? Do you wanna see them or do...?

Crowd member: yes.

Bryan Wilson: We do, oh I thought you weren’t interested oh okay. I hope I can find them, I think—

Overlapping audio

Bryan Wilson: oh so till 8 you wanna stay the whole time, I guess y’all.

Overlapping audio

Bryan Wilson: wait let’s just do this.

Crowd member: so while he’s looking that up, how do you feel about these I mean...?

Nick: I love them.

Crowd member: it seems like you had a ton of fun doing that stuff on the weekends.

Nick: yeah we had a blast and on each one we always get till we get to work it on, or when we write them you know there’s, we’re trying to get business for Bryan and so its fun because everytime we write it we’re trying to figure out; are we getting the right of business and the right kind of clients that Bryan wants to take on, how can we change it to get those clients. Around the third one you see a lot more bad shots of Fort Worth and stuff because we were like [1:24:50] and like,” oh crap” like—

Bryan Wilson: getting a lot of calls from Austin.

Crowd member 2: we're getting a lot of calls from people in Austin and Bryan and I were in [1:24:56] Travis County, let's go film some stuff in the stock yard, how we missed this!

But also like, there is a lot of fun in the educational aspect of it because we want to entertain but we want Bryan's job easier too so that we can teach people like, "please don't leave it to us" like that makes it a lot harder case for Bryan.

Bryan Wilson: oh you don't have to if you don't want to.

Nick: yeah you know what I'm saying—

Bryan Wilson: yeah.

Nick: or find different ways to educate people on the law and I think when we do those types of things yeah we're good feed but then Bryan gets the new outlets that won him to elaborate on the law. And coming off as an expert even if you're goofy resume I think it's really people and I think that's been something that Luke Bryan was coming up, we were trying to overcome for him with people like being like a young attorney he doesn't know a shit about the law, you know and try to find different ways to allow Bryan to get the opportunity to articulate how intelligent he is you know we have this persona of Bryan like of the Texas Law Hawk and when we can bring people in it's really nice because they also get to see how hard he actually works and how serious he is because getting arrested is scary and so when we do the funny stuff we trying to eliminate some of that fear from people and hope that people will be like you know, "I want an attorney that maybe can make me laugh because this sucks. I might lose my job" this kind of stuff and when they can come into the office trust Bryan and he gets to have the one on one stuff and be able to sell himself as an attorney off of Youtube you know, so these videos are great and that we're always ramping up our craziness and we always—

Nick: There are these videos that brought in what worked, what didn't, what we can try to do better, it's always like, "it's awesome". At the end of the day a \$2000-\$3000 video is a really good way for us to just constantly check in and monitor our own method of marketing and see what kind of clients are coming in from it.

Bryan Wilson: It's a great summary. Lots of stuff I left out too.

Crowd member: how much did you save, or how much would a [1:27:22] commercial cost you? Have you figured that out? Starting with the super bowl out there.

Bryan Wilson: oh God, I have no idea. I don't know.

Nick: that would be something we can probably call up [1:27:38] media and ask them if they wanted to share the overall cost of the campaign for them but that would've been millions and—

Bryan Wilson: millions and millions and millions.

Nick: Bryan's regional spot and—

Bryan Wilson: movie theaters like all kinds of...

Nick: colorado.

Bryan Wilson: yeah.

Nick: California so...

Bryan Wilson: So this is the national version that, I think that's the national version that played all across the nation during half time. No this is during the first quarter.

inaudible audio playing

This is going to be bigger than tinder

This is going to be bigger than [1:28:12]

It's going to be bigger than aliens

inaudible audio playing

[Crowd laughs]

This is going to be bigger than football

Real football

This is going to be bigger than everything

Bryan Wilson: they paid him, yeah I liked the extended one a lot better, maybe we'll show them that. This right here, so y'all know who Georgia Sequillis is?

Crowd members: yeah.

Bryan Wilson: the aliens guy. Oh man it'd be so much fun hanging out with him he is—

[Crowd laughs]

Bryan Wilson: He is wild. He truly believes in aliens. We'll see if, I don't know if we can find the, yeah the extended version.

Nick: I just watched it today.

Bryan Wilson: you did? It was online?

Nick: yeah it was like the premium—

Bryan Wilson: oh here it is right here. So I like this, let me play the whole thing through its been a long time. I think this one's way better.

music playing

This is going to be bigger than tinder

This is going to be bigger than that Texas Lawer

Bryan Wilson the Texas Law Hawk

This is going to be bigger than [1:29:33]

[Crowd laughs]

Bryan Wilson: see that one's way better. By the way if you want to hear a quick story about this so when I'm going through with this thing, we arrived here it was like airplane haning with like I don't know seventy five or a hundred people in there and they're like " here's your tralier" and I was like, " we film our commercials in a parking lot"

[Crowd laughs]

Bryan Wilson: our cameraman's been drinking.

[Crowd laughs]

Bryan Wilson: so it was really crazy experience and the first time they wanted me to just go through that door and then yell a line and I was like, all these people were standing around looking at me and they're watching the video and nobody laughed and I can always tell if it's a good shot because everyone laugh while I'm doing it I can know that's the one that's going to make it. Nobody laughed and I was like," can I make a suggestion? I don't know if I can do that?" because I didn't really wanted to wear the helmet we finally, they said corporate, they required it because—

[someone laughs]

Bryan Wilson: I just thought the helmet was so lame, but I was like, " can I take off the helmet and throw it into the fish tank?" and they were like I don't know hang on they were like, have like a 15 minute meeting they've been calling the corporate and they eventually come back to like," no we can't do that because of [1:30:35]" and they were like, people like," we're moving the fish" like what was happening **[laughs]**

[Crowd laughs]

Bryan Wilson: and I was like, “okay can I at least throw it on the little girl’s desk right there?” I guess as a college girl I’m like” can I go to her desk?” 15 minute meeting like to go talk to everybody at corporate all the shit and they came back and they’re like,” yes you can do that but just one thing I think that’s a borrowed love lamp from one of the staff just please don’t break that love lamp”

[someone laughs]

audio playing

Bryan Wilson the Texas Law Hawk

[Everyone laughs]

Bryan Wilson: so it didn’t—

Nick: one thing I have to ask you—

Bryan Wilson: I know it didn’t break though and it seems like I was overall like, “I’m so sorry I didn’t mean to” and it was okay it didn’t break but yeah that was one thing so, anyway I think that long version is way better. Alright, so anyway Taco Bell ad happened and—

Crowd member: and they didn’t pay you anything for it?

Bryan Wilson: No they did.

Crowd member: they paid you money for it?

Bryan Wilson: yeah I thought you were asking or somebody was asking—

Crowd member: no I was trying to figure out if they paid you to come or appear in that commercial.

Bryan Wilson: yes they paid me for that one, three commercials. One was an online video and then the two commercials and reimburse our expenses like anything we did. Oh did we play the full thirty second one? The one—

Nick: the one that we produced?

Bryan Wilson: the one that we produced.

Nick: yeah.

Bryan Wilson: We should do that.

Crowd member: I have a question how much if you guys produced the commercial, how much would it have cost you to play it during the super bowl?

Bryan Wilson: oh.

Overlapping audio

Bryan Wilson: I think its like a—

Nick: oh it gets the [1:32:09] but its...yeah.

Bryan Wilson: I thought it was like—

Nick: no I mean like have you ever—

Bryan Wilson: they—

Nick: Donovan [1:32:14]

Bryan Wilson: they talked—

Nick: ad, no.

Bryan Wilson: no, I don't think so.

Overlapping audio

Nick: yeah I mean that's a lot of money.

Crowd member: [1:32:42]

Bryan Wilson: so let's see if we can find—

audio playing

Bryan Wilson: Oh God no, alright. That's probably it, it looks off color but, so hopefully its not weird.

audio playing

Bryan Wilson: this is the one that played during half time in North Texas

Bryan Wilson the Texas Law Hawk!

Bryan Wilson the Texas Law Hawk!

Come out here! I'll take the case

The case'll open from Taco Bell!

[Crowd laughs]

Its going to be big

Bigger than my towns of justice

Hungry for justice? Call Bryan Wilson, hungry for cheese in a shell, go to Taco Bell

arrgh

[Everyone laughs]

Overlapping audio

Bryan Wilson: yeah that was wild this is a one take deal we had one wall and yeah it was a pretty wild commercial. So this reminded me like if somebody asked me about writing earlier how I write them is like throughout the day I have like, you know everybody has your phone I have a little note pad in there, and anytime I think of anything just pops in my head or I see something funny or I'm watching a T.V show and I see something funny, something even if it's a funny idea and I'm not involved or anything I just write it down you have to be consistently writing down your ideas. In fact, I broke that rule yesterday or the day before and I can't remember what it was. And like that's how those commercials happen is like eventually I get so many ideas that I'm like," alright I got to form this into something" let's just see how we going to make it and a lot of stuff we shoot doesn't ever make it probably the majority of shots I don't, well not the majority but I don't know there's a lot of shots that don't end up actually making it in and that's okay but just be consistently writing down ideas or you will forget them and they'll just evaporate in the thin air.

Nick: his friends in the commercials are [1:35:14] I can tell you working with Bryan like; this is not as much as we want this to be a 100% of our every day marketing is and always ends up in after thought compared to the task of managing everything else that comes so if you have a good idea and you think there is any doubt write it down someones going to call you about a client or something else is going to come up and all 1:36:11 of a sudden—

Bryan Wilson: pop up and its gone.

Nick: like its really, really becomes an afterthought to our day even though these are like the highlights of our, what we want to do, you know what I mean?

Crowd members: right.

Bryan Wilson: and so I mean like it [1:35:48] I usually not to text when I'm talking to people but I will stop a conversation and write it down just because you I think the best way is to write and that just kind of the way my mind works pops in ridiculous ideas and I'm like,, " that'd be funny" and then it just evaporates. So if you don't write it down at least with me it'll be gone.

Crowd member: everything here is the [1:36:11]

Bryan Wilson: we had a consistent guy that shot and edited for the first three—

Nick: four.

Bryan Wilson: four and we had a little bit of a breakdown on the fifth one and we have a new guy that shoots and edits and Nick and I are actually in the middle of learning how to edit ourselves and so we'll see if that works but...

Nick: if you want to do a video getting somebody that's really good in posts would be the most expensive part of doing that, quality editor will run you about \$300-400-\$500 now and for 30,45 seconds video they may be sitting in the bay for six hours. And if you keep sending them back and forth like if you keep sending them changes and corrections they're going to bill you for that time.

Crowd member: just out of curiosity why are you learning how to do that? I doesn't I mean wouldn't that be more—

Bryan Wilson: a waste of time?

Crowd member: from your part yeah if you could be working with clients and making money—

Bryan Wilson: because Nick and I are also making a show.

Crowd member: okay.

Bryan Wilson: yeah so that's kind of...we're in the process of 'Intercity fishing with Nick and Bryan' so—

[someone laughs]

Bryan Wilson: we're going to see if that takes off I don't know if it will or not but...

Crowd member: [1:37:26]

Bryan Wilson: how many of y'all would watch that?

Crowd member: sticking with commercials here?

Overlapping audio

Bryan Wilson: Did you see that?

[Crowd laughs]

Bryan Wilson: Are you in...oh okay good, nice little shout out, yeah that's the original shirt right there 'intercity [1:37:37]' so yeah so...

[Crowd laughs] We have one person in this group that would watch it. Good, we're doing great. So do I have to submit the Taco Bell commercial we already went over that.

Commercial four, it went great and I was like,” y’all think I’m done, let’s get even crazier. I’m going to risk my life on this one”

[someone laughs]

Bryan Wilson: because before it was like broken bones but let’s really take it up to the next level and so then came commercial four.

Crowd member: [1:38:04] be the cop like facial—

Nick: you mean facial [1:38:05]

Crowd member: here like its been—

Nick: If you ever see me walking around the town in mustaches you know something was up.

Bryan Wilson: yeah.

[Everyone laughs]

Nick: something about the cameo, I’m always trying to make him crazier and more insane but also like not offend the police, we’re making up the new characters

She is a real [1:38:20]

I didn’t go to Clown college I joined a profession

He’s ruining the practice of law!

music playing

Bryan Wilson: this was so dangerous

[someone laughs]

Bryan Wilson: I canont believe it went so well.

Bryan Wilson the Texas Law Hawk!

Bryan Wilson the Texas Law Hawk!

[crowd laughing]

Bryan Wilson the Texas Law Hawk!

music playing

[someone laughs]

siren whirling

[crowd laughing]

Time for some test!

Bryan Wilson: wish we still had that.

You have to do this test but first look at my pen!

[someone laughs]

[1:39:34] rock it. Now you're going to some more of it.

Bryan Wilson: this was an accident.

laughing voices

Do we have to do these tests?

music playing

Someone just called me?

Crowd member: is that stupid.

Bryan Wilson: no.

Anchor of justice!

[Crowd laughs]

Have you or a local been arrested? If so, call Bryan Wilson Texas Law Hawk

Nick: this one is our favorite, you have all of our favorite troll comments.

[someone laughs]

Bryan Wilson: What she said?

Nick: she is saying like all of my favorite hater comments like, "he didn't throw it that far"

Bryan Wilson: oh yeah that's it yeah.

[Everyone laughs]

Nick: the stick didn't break.

Bryan Wilson: yeah.

Nick: actually sometimes when we do these believe stuff in the videos we know someones going to be like—

Bryan Wilson: “the stick didn’t break”

Nick: the stick didn’t break, yes.

[Crowd laughs]

Bryan Wilson: I’m like,” ahh ouch” and like you can like, if you do videos, video marketing or pretty much any kind of marketing you’re going to have somebody talking shit about you. The more attention you get the more people are going to be talking shit about you so that’s okay, I mean you’ll learn to actually enjoy it after a while, yeah?

Crowd member: as politically incorrect this is going to sound, how did you decided on the midget like how did you—

Nick: what do you mean decide on?

Crowd member: like I mean how did you think to put him in clock so you’re like—

Bryan Wilson: so the way—

Crowd member: [1:41:15]

Bryan Wilson: so the way I wrote it was, I wrote it out one there to be like basic busted looking breath analyser which was like a cardboard box I think i was spray painting a day before and just like wrote it on there and so I think it was like two days before I’d written the little person into the script and I was like,” hmm how do I—“

Nick: [1:41:36]

Bryan Wilson: yeah that’s politically correct no I mean you know it could get both ways. But I wrote that in and I was having trouble finding him because there was one, one was wanting \$500 plus \$250 an hour and one was wanting \$350 an hour and something else and—

Crowd member: he wasn’t one of your friends?

Bryan Wilson: no and so what I so I finally just got out of frustration put an ad on Craigslist, and—

[someone laughs]

Bryan Wilson: like wanted one little person, if you have a cop outfit, that’s a bonus.

[Everyone laughs]

Bryan Wilson: and like the day before or two days before Kenny texted me it was like,” hey I think I might be able to do this like here I am” and he was there and I’m like,” you’re perfect how much do you want?” and he was like,” I don’t know \$200” I was like, “ does he mean an hour or…” and he was like,” nah \$200” and I went like,” yes you are our man” and now like he just wants to do, he wants to do them and he wants to do any of them that we have and so we’re going to write him into—

Nick: he’s part of the crew.

Bryan Wilson: yeah he’s part of the crew now.

Nick: he used to work already for [1:42:44] and stuff so he is already happy to help us, he’s a crew.

Bryan Wilson: yeah.

Nick: We shared that night coming from an [1:42:48] he literally pulled up to do our shoot and had a change out as he had just come from a Willie Wanka party.

[Crowd laughs]

Bryan Wilson: I swear to God he showed up as an Umpa Lumpa.

[Crowd laughs]

Nick: out he goes and has to like get out of costume and paint unpainted and like then dressed up as a cop.

Bryan Wilson: and I was like just about to close this at my mom’s house. That was filmed at my mom’s garage that—

Nick: yes.

Bryan Wilson: third commercial and so I’m like walking quietly past my mom’s bedroom and I’m like,” here’s the bathroom” and I’m about to show him he’s like,” wait wait wait do you have a step stool for me real quick?” I’m like—

[Crowd laughs]

Bryan Wilson: “yeah man I’m sorry”

[Crowd laughs]

Bryan Wilson: I feel like such an asshole. And so he turned out to be like we’re being real polite at first but like he is one of us like he is really funny. I want to show y’all one more thing, this is

Nick dropped or somebody dropped the mega phone in there and like this is how a good shot can happen. This is like my favorite part of the whole commercial. He dropped that mega phone in there and he didn't break character. That's what Nick is really really good at.

laser sound playing

Ha-ha

Bryan Wilson: [laughs]like everybody else is [1:43:58] so the controversy on that one was the boat babes I didn't realize that. You get out of that?

Nick: probably I can see how they were—

Bryan Wilson: yeah that was a controversy on it I didn't know that was going to be a controversy on it I just like pretty much like," well we're going to have babes in this commercial, let's give it a shot"

Crowd member: we thought it was cheap to use beautiful women in bikinis because what we were trying to do was like make it like a Texas lake party because of people getting DUIs on boats.

Overlapping audio

Bryan Wilson: yeah.

Nick: just to that point like I feel like anything that we do someone's going to go out with something but at the end of the day even if we get a lot of attention from the videos I think we came up with 50% of people now love them and 50% are going to find somebody [1:44:39] and so—

Bryan Wilson: that's okay.

Nick: we just play to the trolls now [1:44:44]

Bryan Wilson: and so ad review committee, all they at this point I feel like they're just are because I called them out a few times on the news I think they're just like," alright, just everything is cool just leave us alone don't talk about us anymore" really think that's what's going on or maybe not I don't know but maybe we figured out the rules better. But all they said were," you have to include your date and the company that..." so if you win a top attorney award you have to use whatever publication it is and the publication company and the date like the year that you want it so just be [1:45:20] one if that's something you have to do. I thought the fourth commercial kind of feel flat, a little bit you want to keep going. We got fifteen more minutes. I can talk about probably two more commercials. Is that good?

Crowd member: yes.

Bryan Wilson: alright cool. So—

Nick: we can email if they have questions.

Bryan Wilson: yeah I know they can always get you all, maybe we'll just do like five more minutes and I'll give ten minutes for questions so we did Cleo the commercial after that, y'all know what Cleo is? Okay, I know its someone like Taco Bell its just like a company doing the ad and I will have to submit that; Christmas commercial. So the Christmas commercial I thought that one was going to be just like the Halloween one and do great and it fell really flat and I'm, everybody has their opinion I still don't really know why it went flat I thought it was funny but it fell flat and then we changed our, changed the way we do things after this and figured it out again, just adapt it so you have to do.

music playing

Bryan Wilson the Texas Law Hawk!

Hey Santa!

Bryan Wilson the Texas Law Hawk!

Ho Ho Ho

music playing

Now watch

Bryan Wilson: [laughs]

siren whirling

Tail lights out

It's smelling packages Santa Claus

I don't know

I don't answer questions without my lawyer

You don't mind if I take a look

Might as well

I don't [1:47:31] searches

[Everyone laughs]

Anyway, how about lawyer.

Yes sir

I'm going to be calling my lawyer

noise

Yee haw!

whistle

Always remember to remain polite, refuse consent to searches and ask for your attorney instead of resisting

Happy holiday!

Bryan Wilson: so what do y'all think about that any idea why that one kind of fell flat. We released it around Christmas. My best guess is I think it fell flat because a lot of other people were spending a lot of money on ads but then again that was kind of always true so yeah?

Crowd member: and it also seemed to be getting longer and longer and maybe that people's attention spans are you know...

Bryan Wilson: I agree I think you know, I thought that was an issue and also the amount of time we had to wait and amount of, the cost that was a hard hard it didn't may not look like it but that was a hard hard commercial to shoot. Does anyone of y'all know where it was shot?

Crowd member: it's in a ice ring

Bryan Wilson: yeah that was in an ice ring and it was just really hard—

Crowd member: filming on ice.

Bryan Wilson: constantly had to do that on boots.

Crowd member: yeah it's a distraction [1:48:53]

Bryan Wilson: it was like 20 feet yeah and by the time I'm doing these like my actual talking scenes its towards the end I'm exhausted I mean it's 24 hours of shooting some of those shots we had planned after I crashed into that table I mean I was just so tired like they looked pretty bad and it was just way way too long I think so, working on that I kind of noticed that people getting bored, how I tell if the commercial is good I show it to people and I wait for them to pull their phone or look away and start doing something else and that's something I know at home if they're watching on YouTube they're clicking at somewhere else, they're losing attention and they're not focusing anymore. So I'm sure people are like it as I'm editing it as it's being edited, like stage by stage like; is it good? Is it holding their attention? Did they laugh their ass off at this part or it is not as funny as I thought so that's kind of how I figure how to do it. And finally the I

probably the best thing I can teach y'all I'd say or the most valuable lesson that I wish I would have learned boy a long time ago, I know way now how to kind of bypass the rules to really where you don't have to submit it and deal with all this stuff, if you make—

[someone laughs]

Bryan Wilson: I know so after all this though if you make educational videos and that's their purpose, the main purpose is education you don't have to submit them. And so you can bypass pretty much everything as long as it's educational. And I can do that now because you know I established the Bryan Wilson Texas Law Hawk, oh here comes the new Law Hawk video, let other people do that, and you still have to follow the rules you can't be flagrantly violating some other ethical code. But the ad review committee rules do not require you to send it in if it's an educational video. You still have to put in principal office Fort Worth Texas or whatever but that's all you got to do so we came up with—

Nick: and you remember to say, "call me".

Bryan Wilson: yeah you just can't put in so you'll see a difference on—

Overlapping audio

Crowd member: so I know you said Soy Davis was different because they were the ones that kind of controlled that but if they didn't—

Bryan Wilson: but here's one where I controlled the whole thing and it's still educational. Have y'all seen the fireworks?

Crowd members: yeah.

I'm Bryan Wilson the Texas Law Hawk and today we're going to talk about fireworks safety!

music playing in the background

First Leave the fireworks [1:51:20]

[Crowd laughs]

Don't do fireworks when you're close to children's hospital, school, gas station, [1:51:28] or me!

Inaudible voices

And make sure to shoot outside city limits

All these rolls and you'll be [1:51:46] like me.

Ha-ha

fireworks exploding

[Everyone laughs]

Bryan Wilson the Texas Law Hawk!

Bryan Wilson: I didn't know I did not remember Bugkats being that powerful at all.

[Crowd laughs]

Bryan Wilson: I remember them like *pop* “oh okay” yeah they were pretty that was pretty scary and I’m glad that I still have all my ears and my fingers. So now I guess let’s have everything making sense that I’m saying? So—

Crowd member: do you think the educational videos have the same effect as appoint clients as the other ones too?

Bryan Wilson: yeah. It’s just the video I don’t think they care about. I think that last little part where I was like,” call me I’m a lawyer” I think that matters so little then. People want to know do you have a lawyer or do you know a lawyer.

Crowd member: is that only because you’ve already established that or is that because you just think that—

Bryan Wilson: I don’t know.

Crowd member: people will find you.

Bryan Wilson: I don’t know, I know that I could do it now because of that, I don’t know if it would’ve worked before but I’ve seen a lot of educational video attempts that don’t get a lot of views but they’re also I haven’t seen that are educational and funnier, educational on something that practically people really want to know about. What are people googling, what law are people googling to figure out that your video will pop up, that’s the way I try to figure it so, I figured it was, there weren’t many firework failed videos out there so I was like,” alright let’s get real dangerous on that one, make it pretty wild” and yeah it was a lot of fun achieving that, yes?

Crowd member: what do you the sweet spot is as far as link [1:53:23]?

Bryan Wilson: so this one was forty eight seconds, really like the shorter the better, really the shorter the better is the easiest answer and we started out minute and six seconds and it went out to like minute and thirty something and then like right under or right over two minutes it just, people get bored after like a minute and half they really do and so I’d say under a minute and really the shorter the better.

Nick: while also think about can we do these, yes, we have an audience that’s already [1:53:57] have following and we know some pretty funny guys so we know people like to share funny

stuff so if we're doing something for Facebook or hoping for people with the intent of it, so people would share with their friends and say, "check this out, this is funny" on social media then we want to keep it under a minute because Instagram now allows you to have videos of two minutes.

Bryan Wilson: I don't care about Instagram.

Nick: he doesn't but—

Bryan Wilson: I don't like Instagram, boring.

Nick: if you're also you can think about that and like if there's perimeters on how you want to share and how you're expecting it to be shared kind of how does Facebook function or how does Instagram function, you have to think about that and your narrative how you write it and how to edit it.

Bryan Wilson: but shorter the better that you can put out your message.

Nick: yeah.

Crowd member: how does it affect you in the court house, like if you got a [1:54:56] panel, what, I mean what does that look like, because you know somebody out there has seen this, how does that—

Bryan Wilson: I love this question.

Crowd member: what does that do for you because obviously it's got to make you like," alright its pretty good"

Bryan Wilson: so after the Taco Bell commercial I had a jury trial and I was like, I was a little nervous I was like," I know some people in here have seen me do some stupid shit what are they going to think" and that was like the last thing, the last [1:55:09] these people like," see if he's ever taken seriously in a courtroom" I asked everybody," does anybody know anyone in this courtroom" and there were a few people smiling and I could tell they kind of knew something that's what my job is best I can to read people and I was like," anybody know of anybody" and one of them raised their hand and was like," you're that guy from that thing"

[Crowd laughs]

Bryan Wilson: I was like," he's talking about the Law Hawk commercials anybody seen those" and a couple of people were nodding their head like, they actually a lot of people didn't realise there was like only a few people had made a connection because I don't, I talk like I'm talking to you right now, I don't scream and so that's I think a big, it's a big change but he'd recognise him, he actually became the jury for him and they acquitted my client of the DWI and I was," boy that felt really good" because he was the one that brought it up he was like," I've seen one" I was

like, “ what do you think about them?” he’s like,” you’re funny!” and I was like,” surely the prosecutor’s going to like him”

[someone laughs]

Bryan Wilson: and they didn’t and yeah he is forming an acquittal so yeah but you know it could I still fear that a little bit like and I just had a jury trial and I don’t think anybody up there recognized me that I can tell but that’s when I take a step back and think I don’t want to do these anymore if it effects my clients in anyway. I mean some people might say like, “ well judge can just give you unfair rulings” and I’m sitting there thinking like,” if he’s going to harm my client because of something I do for my law practice that’s not acting ethical” and so I’m going to have hope that he has better standing than they do something like that, you know and I have faith that they will I don’t think anybody’s going to that if they will they won’t be a judge for very long so yeah?

Crowd member: do you still at this point face criticism for another attorney do they treat you differently or is it kind of that initial...?

Bryan Wilson: after commercials one, two, one and two still eye rolling still like,” this guy’s such a...oh God here’s this guy” after three and specially the Taco Bell, after three like everyone was like,” hey its that guy how’s it going, hey I loved that last one” and after the Taco Bell one like even judge is like,” come here—

[Crowd laughs]

Bryan Wilson: like,” my niece just loves your videos will you just say something real quick?” and I’m just like, in a courtroom of people like so weird out but like that’s okay I mean if they think its funny and they like it so it hadn’t happened to me negatively so far. I think if people were that old and crotchety enough where they just would hate my guts, they probably wouldn't go to YouTube very much or Facebook and would see that. And so I think there’s like a little weird thing they can avoid, the whole bad thing.

Do I think it might happen in the future? I don’t know, I hope it doesn’t because I probably will have to stop you know, stop practicing law or stop doing the commercials if it starts impacting my clients negatively so...

Crowd member: you’re solo or do you have other attorneys with you?

Bryan Wilson: solo.

Crowd member: solo? And you’ve done it for how many years now, three years?

Bryan Wilson: it’s been since 2013, I opened my practice in 2014.

Crowd member: your gross going up? Doubling, tripling? Killing it, how’s it going?

Bryan Wilson: doubling but it wasn't very good at first, and so but its doubling every year so far and so...

Crowd member: that's excellent.

Bryan Wilson: yeah.

Crowd member: it's really getting good?

Bryan Wilson: yeah, I don't know what you think 40 or 50 in Terran County and other surrounding countries and something to that effect.

Crowd member: so you're hiring right?

[Crowd laughs]

Bryan Wilson: oh you're talking about this, I could take an intern, I could take an intern if somebody wants to do, and it will be like 50 50 like stuff and—

Crowd member: how much if I work?

[Crowd laughs]

Bryan Wilson: and yeah and if you have an experience editing or shooting or anything or want experience and see like kind of what more detailed view of what we do and like some of the struggles because like I've talked about the good stuff I haven't told you about all the stress like I am a nervous wreck in the middle of these commercials I mean I'm stressed out, I'm mean sometimes—

Nick: I'm cranky.

Bryan Wilson: I'm cranky I'm not mean but I'm very—

Nick: it's a lot of business [1:59:33] sometimes whenever he's doing as fun as they look, it could be \$5000-\$6000 that's spending on what he wants to with the hope that it goes well.

Bryan Wilson: yeah.

Nick: so...

Bryan Wilson: and I just don't want them to flop, and but the thing is at this point I just know that [1:59:47] I'm going to like that Christmas one, I just happen sometimes and you just have to, I only should take a less and its not a waste of money.

Crowd member: [1:59:54]

Bryan Wilson: What's that?

Crowd member: as long as you learn from them.

Bryan Wilson: As long as you learn from them its not a waste of money and so, yeah?

Crowd member: how did you go about getting those [2:00:02] that are listed on your commercial's guy?

Bryan Wilson: how did I go about it?

Crowd member: yeah, how did you get or when you got nominated ?

Bryan Wilson: nominated yeah, I think they I think if you're asking how could you do it in the future I don't know, I did it specifically I know that—

Crowd member: was that [2:00:23] magazines?

Bryan Wilson: yes, so top attorneys they as for attorneys can vote on other attorneys and I think it just became like I got it I think in 2014 before the commercials really took off, if you just know a lot of people and they know that you're in criminal defense that's how you can really get those or whatever sector like that's because they get on there and they're like," okay, well I need to know a criminal defense lawyer, who would I trust if I were to either send him clients or if I got in trouble or needed help with something, how would I trust?" that's where they put down lawyers they know.

Nick: [2:00:55] committee for that I, it's really just that you get nominated if you are in, that's really what it comes out to. So you just got—

Bryan Wilson: yeah.

Nick: get one of your friends to nominate you and you'd be in the pool.

Bryan Wilson: and the more people again it goes back to like your business cards, the more people you meet, shake hands with and know boy that really helps out and it's just exponential in the future from what I've seen. That's, your business card's your best thing, best and cheapest advertising you can do, does that answer your question? And then above the law thing, I am really embarrassed I got the award because I beat the person that argued the what is it, it's the gay marriage opinion and she—

Crowd member: [2:01:34]

Bryan Wilson: she was nominated and I beat her and I was like, "wow she should have won"

[Crowd laughs]

Bryan Wilson: like not me, I just did some stupid videos so...

Nick: you got a question?

Crowd member: so I saw I mean y'all worked together as friends, have you had issues with other friends in the business or is there something you recommend?

Bryan Wilson: what I tell my friends anytime they work with me, Nick I told you this right if it even has a 1% chance of affecting our friendship it stops and we're just best friends but it hasn't yet like and we've lived together and we're having a blast like yeah, we love our lives.

[someone laughs]

Nick: Brian, we have a lot of creative friends and I think that they've helped Bryan out a lot even if he doesn't know it is that he's very direct and honest with his communication with everybody and he's also learned to spot talents that his friends have or abilities that his friends have and leaned on them in the early stages of opening his practice, helped him out in graphic designing and helped him out in things like that.

Bryan Wilson: oh my God if I didn't have my friends, that would've taken that full \$10000. Use and ask for help and your friends will help you.

Nick: Yeah Bryan, he's never afraid to ask for help when he needs it, and he also with his friends is really clear to make sure they understand that friendship is more important to him than the job that they're doing for him.

Bryan Wilson: and the thing is you'll get, you'll pay them back being all of you in this room will do countless hours of free legal work for people, just your friends calling you up," hey is this illegal" and just like so many...yeah

[someone laughs]

Bryan Wilson: and you'll pay them back and like and that's something you should do, help them out just so, it sounds really bad when you're like,"oh I don't have time for this" that just sounds bad so help your friends out and they'll help you out so...

Nick: Everybody give Bryan a nice hand.

[crowd clapping]

Bryan Wilson: thank you. Was that good? Thank you so much for letting me talk. I'm sorry I took the whole time.

people talking in the background

[Audio ends]

