



Merriweather Sans Bold

Merriweather Sans Light

Montserrat

Montserrat

GOALS

- BUILD A HIGHLY SOUGHT OUT AND RESPECTED BRAND ONLINE
- CONTINUE TO BE KNOWN IN THE FIELD AS PROFESSIONAL AND DILIGENT
- UTILIZE TECHNOLOGY TO STREAMLINE CLIENT ACQUISITION, ONBOARDING, AND SUCCESS THROUGH TRIAL

PROFESSIONAL.
AGGRESSIVE. DILIGENT.
PERSONAL.

Attorney, Albert Perez Jr., received his education from UCLA and Western State University. He has practiced law for approximately 30 years.

Albert has been successful in defending many high profile cases. He has been a guest speaker, has been featured on the News, CNN, Date Line and 60 Minutes.

Albert has been recognized for Excellence in Criminal Defense, has been a lawyer of distinction and named in the top 5% of America's Most Honored Professionals. Albert also has been awarded the highest in ethical standards and professional excellence by the Top Lawyers in California and has received the distinguished award in his legal ability and ethical standards by the Martindale-Hubbell® Peer Review Ratings™ ten years in a row.

Albert aggressively and relentlessly fights for his clients. He is passionate about the law and the Constitution and will give you the best lawyering possible.

BUYER PERSONA #1

JOHN



John: In jail, the defendant's cellie, 28-45 years old, authority in prison, hired Albert previously, gets paid in jail for information about an attorney, horrible living conditions, dangerous, traumatized, needs quick access to the site

BUYER PERSONA #2

MELISSA



Melissa: the defendant's girlfriend, 24-40, Hispanic, smart, types of research online, googles information, makes phone calls, looks up the case online, scared, caring for children, low to middle income, visits him on weekends, believe in love, hopeful, religious

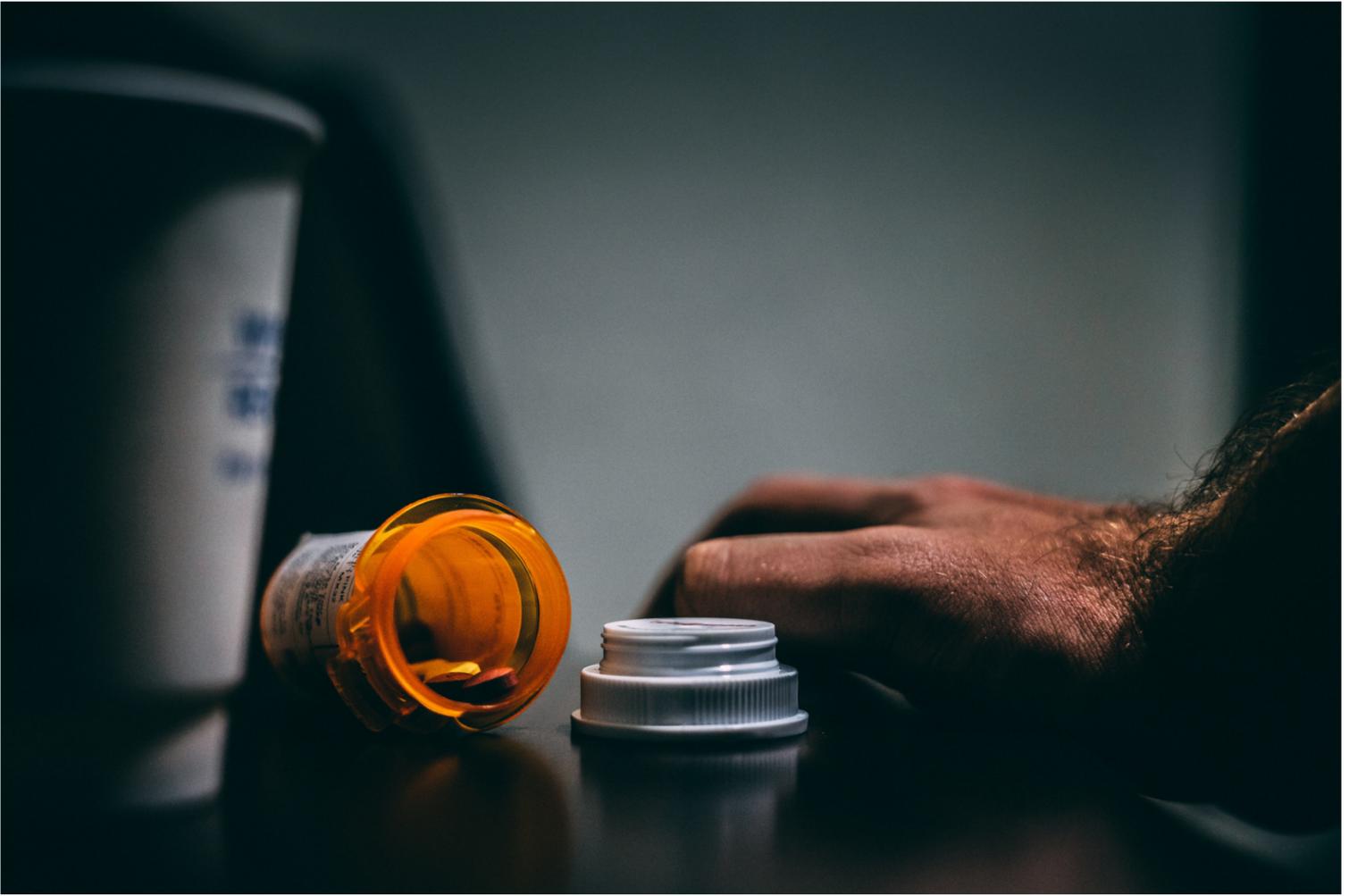
BUYER PERSONA #3

THERESA



Theresa: mother of the defendant, 50-65 years old, believes son is good, values faith, sometimes motivated by fear, angry about unfair treatment of son, afraid to lose loved ones, enjoys spending time with family

DRUG CHARGES



GANG CHARGES



GUN CHARGES



PRISON



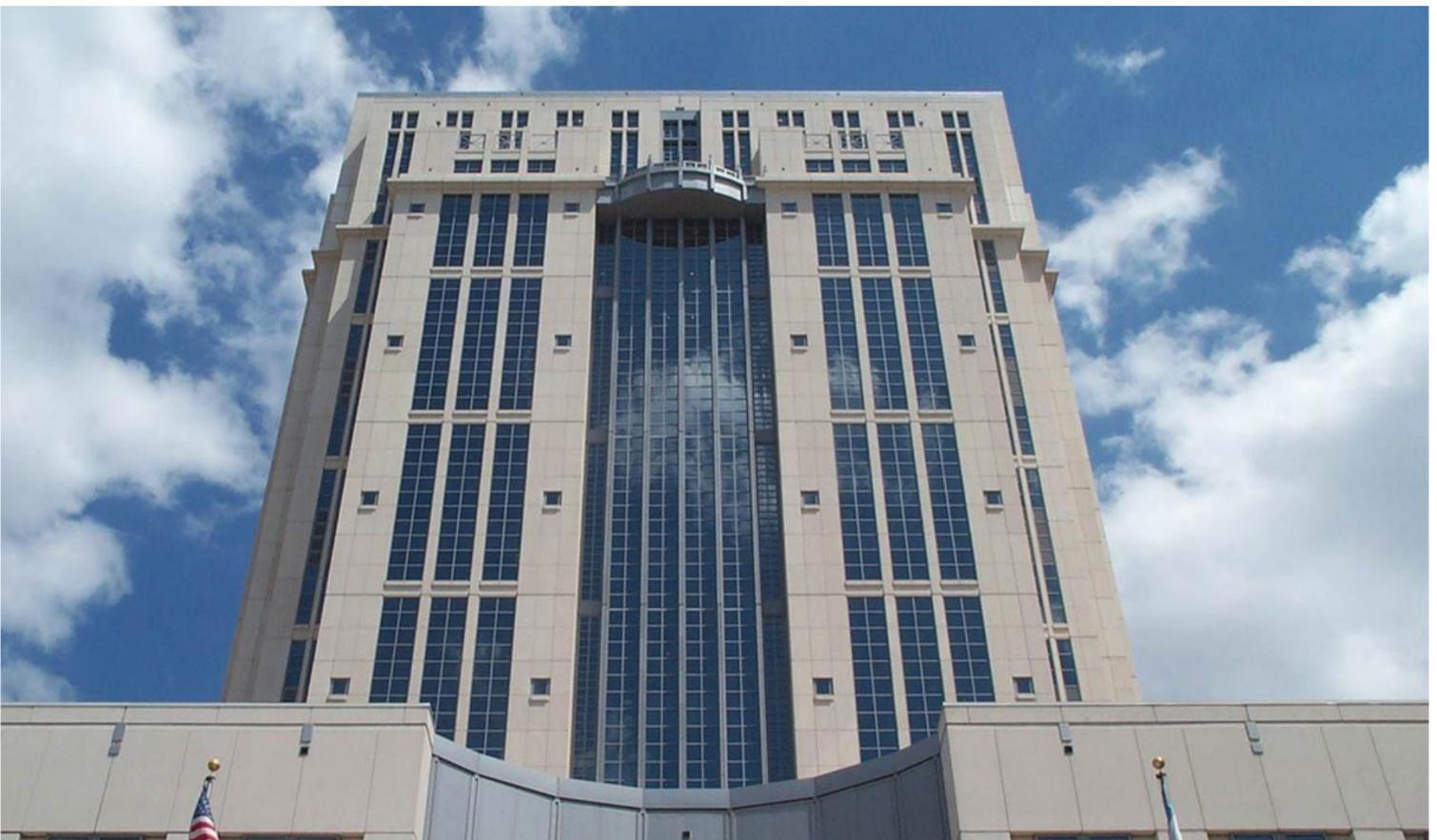
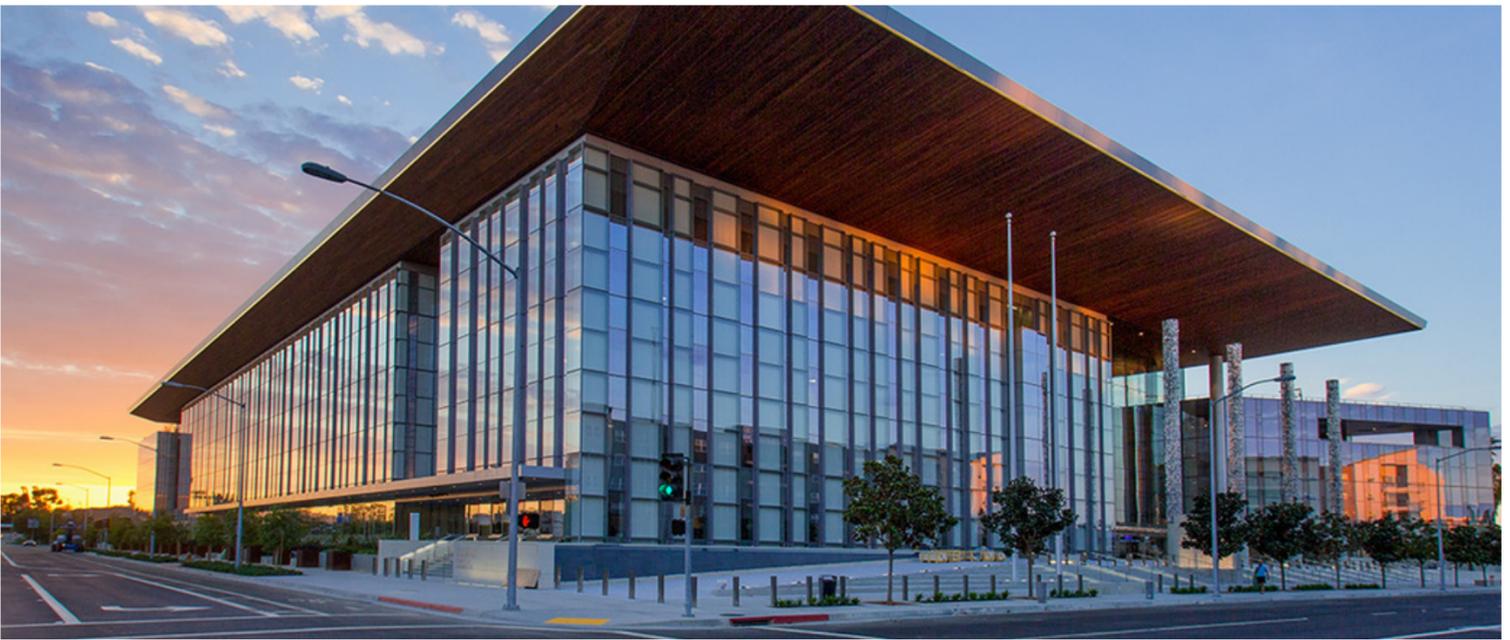
INSIDE OF A COURTROOM



BENCH



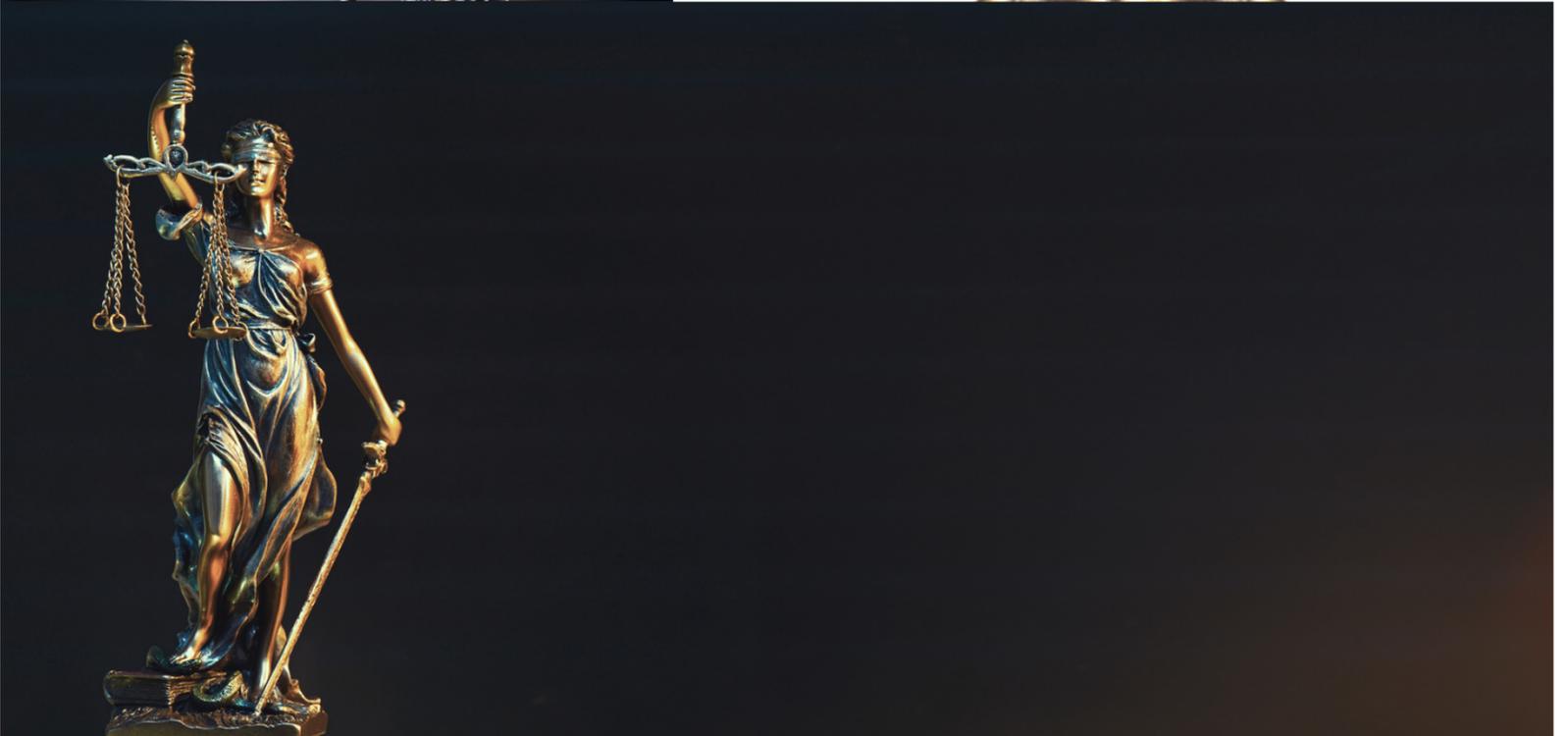
COURTHOUSES



RIVERSIDE COUNTY COURTHOUSE



LADY JUSTICE



PROFESSIONALISM



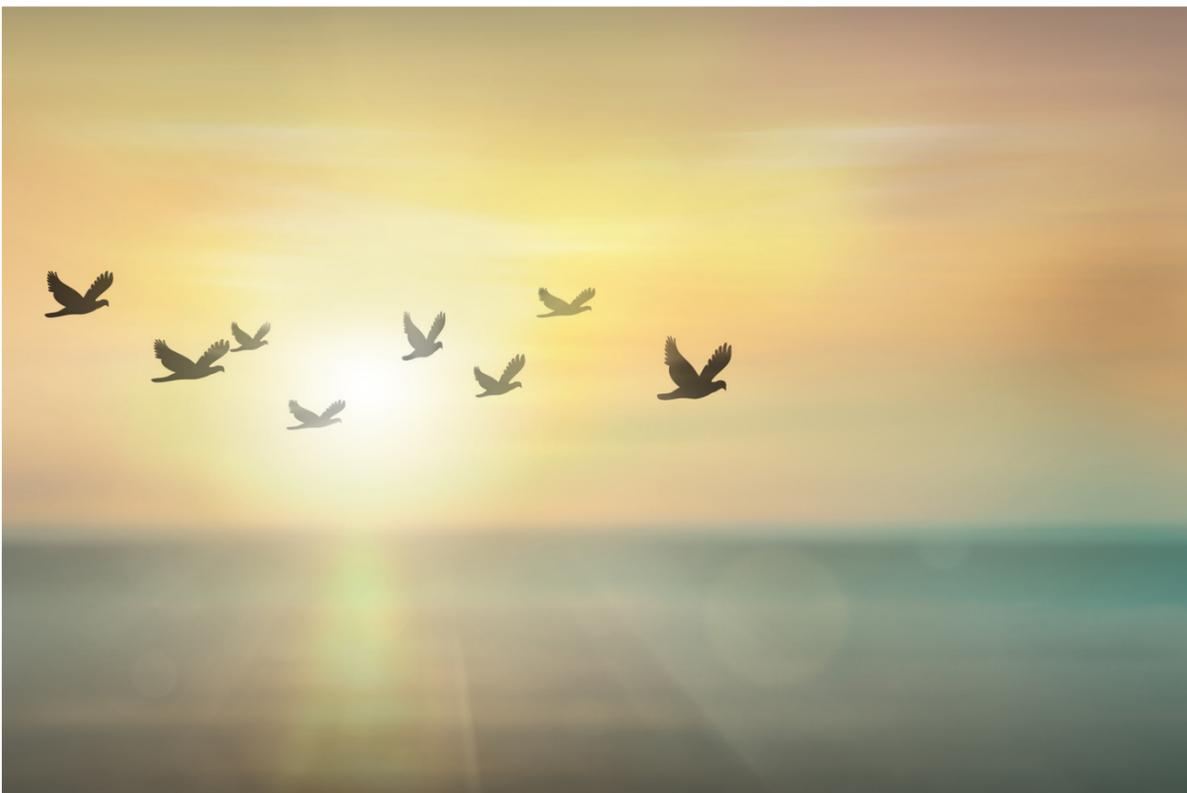
HOPE



TRUST



FREEDOM



CONTENT

TOPICS #1

1. Why do criminal defense attorneys defend the guilty?
2. Why become a criminal defense attorney?
3. Can a criminal defense attorney contact the victim?
4. How to find a criminal defense attorney?
5. The best criminal defense attorney in Los Angeles
6. A Guide to "Crimes Involving Moral Turpitude" in California
7. Penal Code 236.1 PC - Human Trafficking Laws in California
8. Vehicle Code 2800.2 VC - Felony Reckless Evading
9. PC 666 - Petty Theft With a Prior
10. Penal Code 245a4 Assault By Means Likely To Produce Great

CONTENT

TOPICS #2

1. Penal Code 484g PC - Fraudulent Use of a Credit Card
2. What Is the Deferred Entry of Judgment in California?
3. What Is Defrauding an Innkeeper (PC 537)
4. Assault By Means Likely to Produce "GBI" | PC 245(a)(4)
5. Penal Code 470b PC - Possession of Fake ID in California
6. What Is a "Preliminary Hearing" and What Happens at One?
7. List of California "Serious" Felonies - Penal Code 1192.7(c) PC
8. Motion to Dismiss Misdemeanor Charges | California Penal
9. What is Illegal Possession of an Assault Weapon, PC 30605
10. 538d PC - Impersonating a Police Officer in California

CONTENT

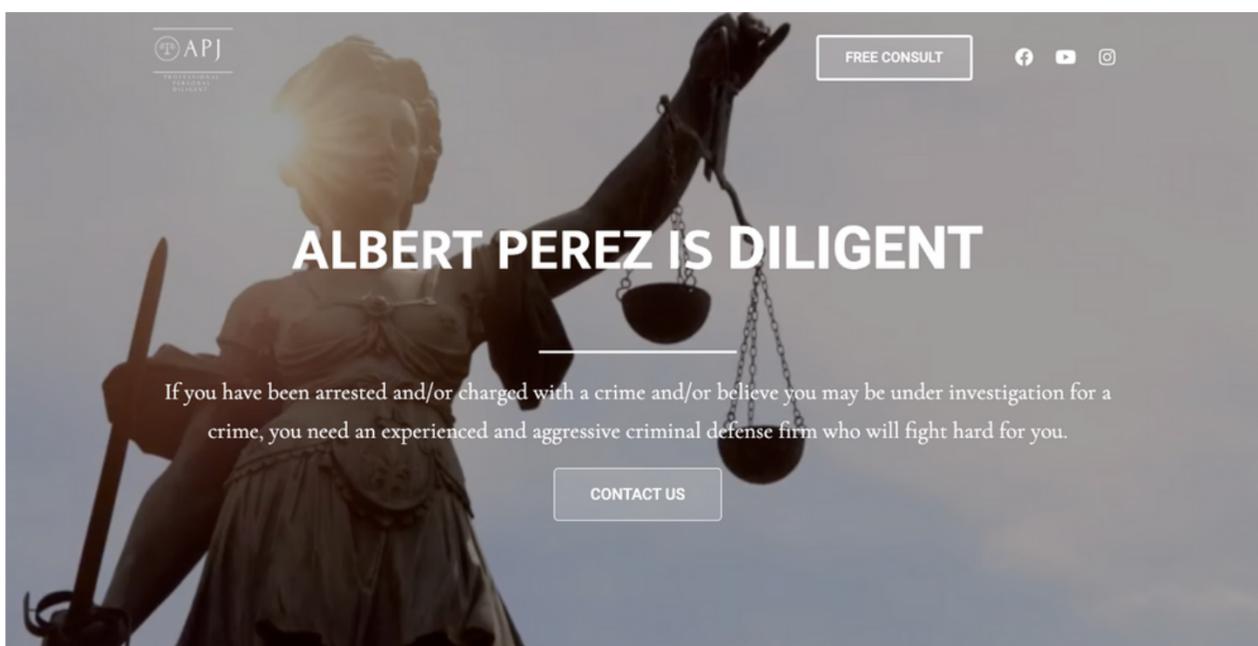
TOPICS #3

1. Los Angeles Drug Crime Attorney
2. Probation Violation Lawyer - Penal Code 1203 PC | WK
3. Pimping and Pandering Laws in California | CriminalDefenseLawyer
4. Can I be charged with murder for being there
5. Can I be charged with murder by association?
6. Can I be charged with murder for self-defense?
7. Can I be charged with murder without a body?
8. Can I be charged with murder without killing anyone?
9. Can you be charged with murder without a weapon?
10. Can you be charged with murder if the person lives?

WEBSITE

Easy Client Lead Generation

1. Position the brand as professional, aggressive, diligent, experienced
2. Ensure it is easy for a potential client to find solutions to legal questions asked online
3. Acquire clients and new business through the contact form, chat-box, messenger, or onboarding software

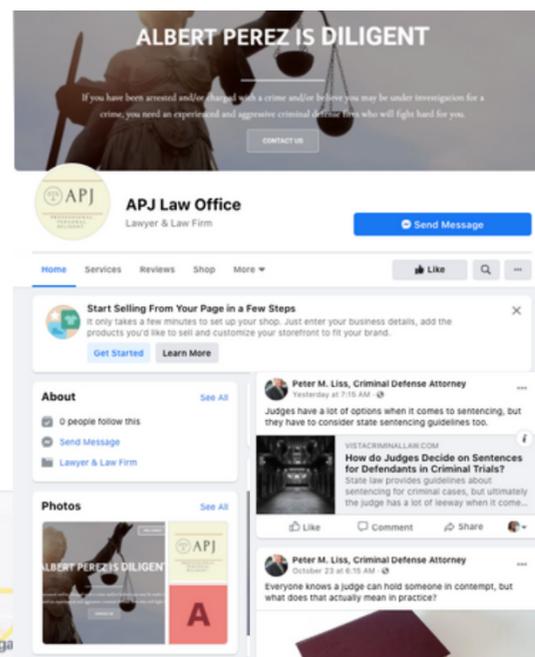
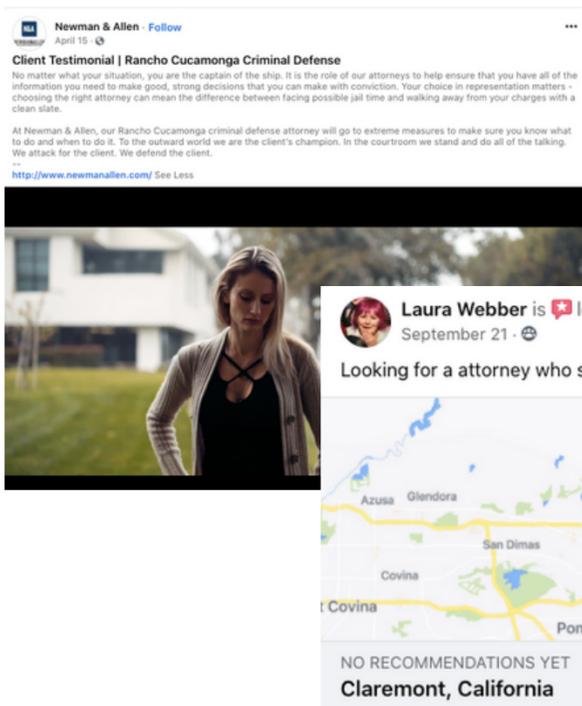


Metrics: Increase # of visitors, decrease bounce rate, increase average time on page and conversion rate

FACEBOOK

Build awareness & trust with potential clients

1. Share educational and promotional content from the blog and YouTube
2. Book referrals of potential clients through the Facebook Messenger, Appointment Scheduler, or onboarding software

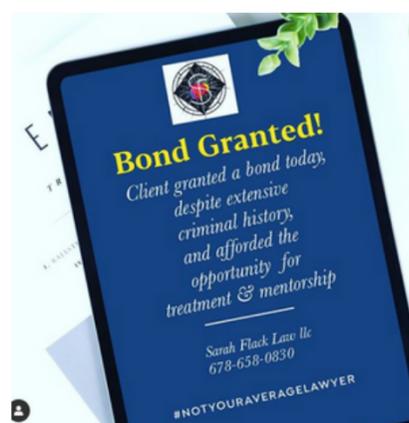


Metrics: Increase engagement, reach, impressions, referral traffic, page likes & follows

INSTAGRAM

Share knowledge to create meaningful 1:1 relationships with potential clients

1. Share facts, accomplishments, commercials, quotes, behind scenes, current events to position the law firm as professional, knowledgeable, experienced, and diligent.
2. Drive individuals with varied criminal defense need to the website to book a consult



Judge: Counsel, we missed you at the last hearing.
Me:



Metrics: Increase likes, comments, followers, engagement, clicks, mentions

YOUTUBE

Position brand as helpful to clients
legal questions

1. Answer frequently asked legal questions online in a visual way
2. Make it easy for individuals with criminal defense needs to navigate to the website and book a consult

The screenshot displays the YouTube channel page for 'The Law Offices of Albert Perez Jr.', which has no subscribers. The channel banner features a scale of justice and the text 'ALBERT PEREZ IS DILIGENT'. The video grid includes:

- Kruse Law - Ontario Criminal & DUI Lawyers (39K views, 1 year ago)
- Kruse Law - Ontario Criminal & DUI Lawyers (38K views, 1 year ago)
- Self Defence In Canadian Law (16K views, 1 year ago)
- Pleading Guilty to a First Time DUI (14K views, 2 years ago)
- Can the police pull me over for any reason in Canada (5.2K views, 2 years ago)
- How can I win my sexual assault charge (4.5K views, 1 year ago)
- Should I Enter Into A Peace Bond (2.2K views, 1 year ago)
- Should I speak to the police? (2.1K views, 1 year ago)
- What is a Conditional Discharge (1.8K views, 1 year ago)
- Recantation of Domestic Assault Victim Statements (1.3K views, 1 year ago)
- Video Tip How to win a DUI case (1.2K views, 7 years ago)
- Trial By Judge Alone Versus Judge and Jury (1.2K views, 1 year ago)
- Typical court process for an indictable criminal charge (11:03)
- When can I apply for a pardon? (2:58)
- Why I became a Criminal Lawyer (2:36)
- Consenting to Police Entering Your Home (2:26)
- Lessons from a DUI trial in Toronto (2:12)
- What Are The Chances That My Sexual Assault Case Will (2:50)

Goal: Increase watch time, traffic sources, playback, audience retention

THE LAW OFFICES OF ALBERT PEREZ



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FOUNDING ATTORNEY
INTERVIEW:

TO BE USED TO WRITE
BIO AND ADDITIONAL
WEBSITE CONTENT

JANELLE MALUENDA (J)
INTERVIEWING ALBERT
PEREZ JR. (A)

FRIDAY, NOVEMBER 20,
2020 WEST COVINA, CA

