



## **Sound Strategy:** ***Houston Mediator Uses Podcasts to Build Trust and Business in Mediation***

Podcasting and digital platforms have become staples for brand-building in the legal space. But what is the basic framework needed to create a digital platform? And in what ways are lawyers and mediators leveraging podcasting and online presence to strengthen their practice?

Mac Pierre-Louis (“Mac”), a Houston-based lawyer and mediator who holds a virtual office at the Texas Justice Center, is at the forefront of the digital space through his podcast and blog channel called LMI Network. On his channel Mac interviews experts in the field of alternative dispute resolution to discuss emerging trends and developments in mediation with experts and leaders in the field. Watching these conversations provides his audience with a key resource to stay sharp and ahead of the curve. Every viewer has something to gain—from students to seasoned practitioners.

### **Why a Podcast?**

Mac started his podcast in 2015 and saw a momentum shift in 2020 with the onset of the pandemic. In 202, he decided to ask a simple question: can technology in the hands of mediators meaningfully help reduce conflict? During the lockdowns, Pierre-Louis launched what was then the Instant Mediations Podcast to help people understand Online Dispute Resolution (ODR). As the world opened back up, the platform evolved. In 2023, the show was rebranded as the LMI Podcast to cover the broader intersection



of law, media, and technology.

Over the years, Mac realized that podcasting opens up incredible doors to collaboration. Mac says that podcasting, “creates a platform where anyone—from strangers on the internet to colleagues who want to amplify a message—will reach out to you to either have you on their show or to appear on yours. I've had lawyers from the Netherlands contact me to be on the show.” Mac also notes it takes experience to sift between genuine opportunities and marketing schemes, “I've also had folks just trying to sell something and saw the brand as a marketing outlet. I've learned to discern between quality content and selling.” For Mac, credible content forms the core of a powerful online presence.

Mac chose the podcast format because it creates a space for open, authentic talks with experts who can make complex topics from Texas Family Law to mediation more understandable. Mac saw how podcasting can give a platform to people who love to share from their experience. According to Mac, “for practitioners who love to teach, a podcast presents the perfect opportunity.”

Today, Mac’s podcast has grown into a local community of learning but with a global reach. His interviews allow anyone to learn more about the intersection of law and business strategy while fostering high-level business relationships.

Ready to build or enhance your own online presence? Here are the key variables that Mac says will make all the difference.



## 3 Keys to Building Your Own Online Presence

Any practitioner can use online outreach to scale their business if done effectively and remembering a few core principles:

1. **Lead with intention and “Show Up”:** Mac explains in his sessions on professional growth that “showing up” is the most critical part of building a business reputation and having a tangible community impact. This means whether you share your voice through a podcast, blog or other online platform, consistent presence is key. Frequent engagements are necessary to grow your community.
2. **Don’t forget your “Why”:** Inspired by Simon Sinek, Mac emphasizes that in order to be able to connect with your audience in a meaningful way you must know your “why”. Your why becomes your guiding compass for every decision and goal. For Mac, his “why” is to become the human heart of digital justice.
3. **Adopt the Right Infrastructure:** A strong online presence isn't just about having a social media account. It requires leveraging AI for streamlined efficiency so clients can quickly find and trust your services. AI tools are accessible and can help with lead generation, with marketing and outreach, research and can enhance visibility and trust.

## Professional Video Podcasting Standards for Legal Practitioners

### The Hardware

In developing a professional video podcast, attorney Mac stresses the critical importance of excelling in the foundational "Big Three": audio, video, and lighting. "For



video production," Mac counsels, "invest in 4K cameras. This investment demonstrably enhances perceived professionalism, as audiences immediately discern the commitment to superior equipment."

Essential equipment recommendations include:

- **Audio:** A high-quality microphone is indispensable; Mac employs a \$60 Maono USB microphone for studio recordings and a \$100 DJI lavalier microphone set (available at Best Buy) for remote sessions or guest interviews.
- **Video:** Prioritize 4K cameras to achieve broadcast-level clarity and authority.
- **Lighting:** Master this core element in tandem with audio and video to project courtroom-ready competence.

## **The Software**

Attorney Mac knows firsthand how the right apps can supercharge your reach. He recommends researching tools that fit your firm's specific needs. Mac says one app he finds especially useful is AppSumo. This type of platform helps with everything from website creation, to SEO optimization, content marketing, social media automation, podcast hosting and analytics. In other words, it can be your blog writer, email funnel, and CRM alternative. Other similar marketplace apps exist and can help take the stress out of building an online presence.

Other apps aid in podcast hosting, recording and content production. For instance, Riverside, StreamYard, and Descript can help to enable seamless hosting and direct publishing to YouTube, Spotify, Apple, and beyond. As Mac notes, "With YouTube, Riverside, Canva, and a clean WordPress website, you really don't need anything else." On AI integration, Mac states: "Add AI to the mix, and you essentially have a virtual podcast assistant with you at all times. From creating thumbnails to writing blog articles and transcribing recordings, tasks that used to take me hours now take me minutes."



Houston mediators like Mac Pierre-Louis prove that a strategic digital presence isn't just a trend, if built right, it can become a proven pathway to trust, collaboration, and business growth in alternative dispute resolution. By leading with intention, anchoring in your "why," and investing in the right hardware, software, and AI infrastructure, any lawyer or mediator can transform their online outreach into a powerful engine for business and client connections.