

30-SECOND YOUTUBE VIDEO AD SCRIPT

PERCY MARTINEZ P.A. - MEDICAL MALPRACTICE

HOOK (0-5 seconds)

[Concerned expression, speaking directly to camera]

"Did a doctor's mistake leave you worse than before?"

CREDIBILITY (6-12 seconds)

[Professional setting, confident posture]

"I'm Percy Martinez, Miami's dedicated medical malpractice attorney with over 15 years fighting hospitals—and winning 93% of our cases."

VALUE (13-22 seconds)

[Compassionate tone, with key phrases appearing as text overlay]

"Medical errors devastate lives. That's why we advance all costs and you pay absolutely nothing unless we recover compensation for your suffering."

CALL-TO-ACTION (23-30 seconds)

[Direct eye contact, gesture toward action button]

"Tap 'Free Case Evaluation' now—one consultation could protect your family's future."

PRODUCTION NOTES

- Visual Style: Professional office setting with medical reference books visible
- Captions: Burn in all dialogue as captions for mute viewers
- End Card: Include "Percy Martinez, P.A." with "Principal Office: Miami, FL" and Florida Bar number
- Overlay: Configure YouTube CTA button to read "Free Case Evaluation"

TARGETING RECOMMENDATIONS

- Geo: 25-mile radius around Miami courthouse
- Custom Intent: Recent searches for "medical error compensation," "hospital mistake lawsuit," "surgical error attorney"
- Life Events: Recently hospitalized, Caring for someone