

# centerbase.com

Centerbase CloudBased Law Firm Management & Growth Platform

## The Mostly Legal Podcast: Season 3, Episode 7 "The Dynamic Duo: The Power of Storytelling"

developers · Monday, October 24th, 2022

Do we have a (Halloween) treat for you this week? On this episode, we welcomed the charismatic father and son duo, Alan and Rich Wilson as they dive into the power of storytelling. Now, this episode does not fall short of in-person storytelling too. From everything from Halloween stories to Alan taking Rob and Amanda through cheers. Also, Rich takes us through the impact of online storytelling through content creation. It is no mystery that social media and marketing are essential to a firm's success, so why not hear an industry update from an expert in this area? They also discuss their roles and contributions within the ALA. Learn about the Wilson's incredible Halloween haunted house that as a result has deemed the street, "Halloween Street". And did we mention...there are moments that even leave Rob speechless?

### About the Guest

#### Alan Wilson

Alan Wilson started working with GLJ Benefit Consultants (GJBC) in 2004 as an Employee Benefits Specialist. Since 2006, Alan has spearheaded the effort within GLJBC to reach out to law firms nationally regarding their benefits and how to use those benefits to help attract and retain quality personnel. Alan has written articles for the Association of Legal Administrators' *Legal Management*, speaks frequently on benefits at conferences, and consults with individual law firms nationally.

#### Rich Wilson

Rich Wilson is the Founder and Filmmaker/Director of VIBE Media. Rich developed a passion for

storytelling from his time in college at Southern Utah University where he hosted a daily radio program The Morning Brew listening to the stories of his fellow students, and onto working as Backstage Manager for an Arizona Based Performing Arts Center where he has been host to many well-known figures such as, Lorrie Morgan, Lee Rocker of the Stray Cats, The Oak Ridge Boys and Duck Dynasty's Uncle Si. Currently, he directs video content for VIBE's Youtube Channel and for many client projects. Through these experiences, Rich has cultivated the idea that every person, business, and brand has a unique story and believes these stories need to be told through modern visual storytelling and shared through online influencer style marketing.

## Episode Resources

[ALA](#)

[VIBE Media](#)

[GLJ Benefit Consultants](#)

This entry was posted on Monday, October 24th, 2022 at 1:32 pm and is filed under You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. Both comments and pings are currently closed.