MOSEBURY MEDIA

# Marketing for expert witnesses without compromising independence

An expert witness needs to be found by instructing solicitors, and needs to remain plainly independent. This guide shows how to do both.

## What solicitors need to see

- Your specialty and current clinical post
- Your qualifications and registration
- Your expert witness training
- The types of report you prepare
- Your approximate balance of claimant and defendant instructions
- Turnaround times, fees and terms
- A secure way to send instructions

## Protect your independence

Part 35 of the Civil Procedure Rules states that an expert's duty to the court overrides any obligation to the instructing party. Your marketing should describe your experience and process factually. It should not suggest that you favour one side or that your reports achieve particular outcomes.

## Where to be visible

Solicitors find experts through recommendation, directories, agencies and search. A clear website, a complete LinkedIn profile and entries in the recognised directories cover all four.

## Useful content

Short articles that explain clinical issues for lawyers, written neutrally, show your expertise and are often shared within firms.

## Related pages

- Marketing for medicolegal experts

- Content and copywriting

## Common questions

**Can an expert witness publish testimonials from solicitors?**

It is possible, but they should speak to clarity, reliability and timeliness, not to case outcomes.

**Should I list my fees?**

Publishing a fee guide or terms saves time for both sides and is welcomed by many firms.

## Checklist

- ☐ My CV and terms can be downloaded
- ☐ Each type of report I prepare is described
- ☐ My balance of claimant and defendant work is stated
- ☐ My marketing makes no reference to case outcomes
- ☐ I am listed in the recognised directories

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