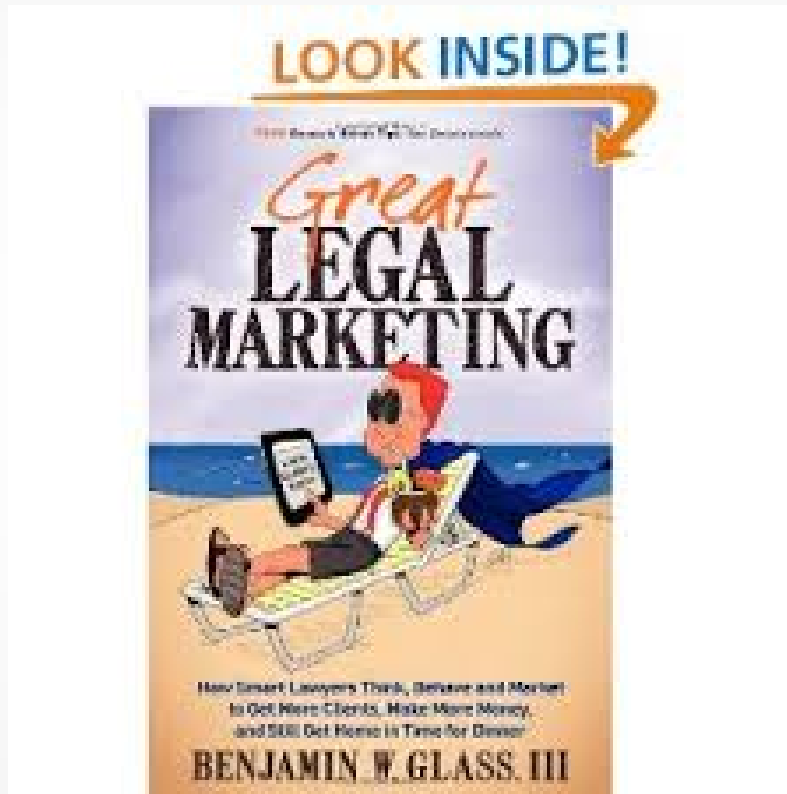


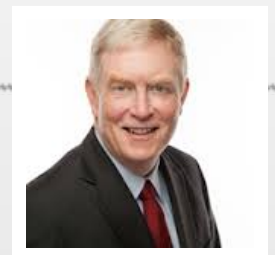


# GREAT LEGAL MARKETING

AN **INTERVIEW** WITH **BEN** GLASS



PAT IYER



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## Great Legal Marketing

### Ben Glass

**Pat:** For the benefit of the audience Ben is the author of "Great Legal Marketing". He is somebody who learned early in his career or maybe late depending upon your perspective, Ben, I'm not sure whether it would be early or late. But he developed a keen interest in marketing, functioning in a very competitive field and studied with Dan Kennedy and likely other marketers as well, to come up with some different approaches to market his legal practice. I've invited him to share some thoughts and answer some questions that you might have about the process of marketing to attorneys.

Tell us a little bit about how your book came about, Ben?

**Ben:** Well, thanks very much Pat and thanks for having me on the call today. Just by way of brief background, I've been practicing about 30 years or so. I started as many lawyers do working for someone else. After about 12 years of working in every iteration of a firm I got that entrepreneurial seizure where you say, "Gee, I'm a pretty good lawyer and I'm getting pretty good results. How hard could it be to open up my own practice?" I wanted to move closer to my house because I had a growing family. I was coaching sports, so I just up and left after about 12 years to start my own practice. I really didn't know anything about marketing and I just looked around to see what other lawyers were doing and thought, "Well gee." At that time they were running Yellow Page ads and things like that, so that must be what you do and so we did and of course that doesn't work.

Out of self survival I did get keenly interested in marketing because I didn't have the dollars to compete with folks who were spending literally hundreds of thousands of dollars sometimes a month to do TV and radio and sort of big broadcast advertising. I knew that I had to figure out a way to stand out, be different and have my message heard in sort of a grassroots marketing style, so I started to study marketing and advertising. They don't have that class at law school.

I discovered Dan Kennedy and the product that he sold called "Magnetic Marketing" and it was at that time the most expensive book I've ever purchased. It was about \$300 and I nearly turned it back in when I got it because it looked like a bunch of photocopied paper. I listened to the tapes that came with it at the time and it was interesting to me. I said to myself, "I don't understand fully what Dan is talking about in terms of everything he was teaching, but I knew if I could figure it out it would revolutionize my life." I started to follow Dan's writings, get his books - and most importantly I think for this call - implement things. Because it's one thing to study marketing and it's one thing to get on a call like this but it's quite another thing to actually go out and do something to try to get more clients or more customers. And so I did get good at it and over time Pat, I became a little bit known and a little bit famous in the legal world for marketing and for being able to teach marketing principles.

About eight or nine years ago I started a separate company, "Great Legal Marketing", which really is an education company that teaches mainly solo and small firm lawyers how to market and run practices so we can make money and so that you can be there for the next client, the next day. In the creating and the running of "Great Legal Marketing" we got around after many years to authoring a book. We can talk about book writing and

why that is so important, so big and so much easier today in 2014 than it was back when I started.

I wrote the book in part to continue to establish my own celebrity and authority as someone who knew something about marketing. We're actually in the process of rewriting and editing it for a 2015 release as a new and updated version. But the book is written primarily so that someone can go find me and then find their way to me in the Great Legal Marketing world. And just so your folks know, in that world we basically have members. We have members at different levels of membership, some very inexpensive to some very expensive depending on your own level of expertise and interest.

Today I run two full time businesses, both of which are productive, both of which employ folks. I'm able to take something which I'm very passionate about, which is marketing, and use it in both businesses. I love getting on the phone and doing things like this and talking to folks who are interested in learning how to differentiate themselves typically in a grassroots guerilla marketing way for most of us. That's how the book came about, Pat.

**Pat:** Terrific and that leads me to what I think is probably one of the most important points for us.

We know that there are many legal nurse consultants who market to attorneys. How do we differentiate ourselves from other people who might be contacting you and your colleagues?

**Ben:** Most every business, profession and seller of widgets has competitors. I'm in the personal injury field. There's probably not a more competitive specialty in the law than personal injury and there's certainly isn't a section that has more money really being thrown generally at advertising. A legal nurse consultant

is no different. You're just a different title. You've got a different background and what you're trying to do is to be heard amidst the noise of all the other legal nurse consultants. First, so they can even begin to pay attention to you. And then what you're doing is over time you're building up trust and authority and you're building up what Dan Kennedy would call a "Herd" or a "Tribe". Seth Godin would say "A tribe of raving fans who know you, like you and can tell your story."

Rule #1, Pat, is if I knew nothing about marketing and I knew nothing about marketing a legal nurse consultant's business the very first thing I would do is look around at what all the other legal nurse consultants are doing, try to figure out what it is that they're doing and then I would do something different. I would usually try to find something to do which is the opposite of what everyone else is doing because, like lawyers, legal nurse consultants tend to do what we would call "imitation marketing".

"I want to market my practice or my business. I see what Johnny and Susie are doing over here and gee, I'll do that."

Well, all that does is put you in the average pool, so no matter who I'm talking to we have to figure out a way to get noticed and start to develop trust.

Let me tell you if I can how we do it in the personal injury field and then we'll loop it back to legal nurse consulting because I think everyone will recognize that there's no shortage of personal injury lawyers. There's no shortage of personal injury advertising.

What's their message? Most every ad, print, radio, TV and Internet says "If you've been hurt we'll help you. We'll help you get lots of cash."

We'll do it and there's no fee if no recovery. We care for you and we're aggressive."

So if you were to do what I did back in the day, I went to the library. If you can find a library that has Yellow Page ads from years ago and you kind of spread them all out you'd see pretty much that 90% of the ads have those messages. Today if you're at a gym on the treadmill there are three or four TV screens in front of you. If you're there in the middle of the day, you're going to see more than a handful of personal injury lawyer ads.

If you study that (which is what we do now), we're going to study advertising. You'd see that pretty much they're delivering just that message and nothing else. So I said, "Well gee, if that's all I'm going to do then I'm just going to have to buy more ads than everyone else," and that's a recipe for financial disaster. I thought long and hard about it and came up with a completely different message for personal injury victims, which is "If you've been in an accident you may not need a lawyer." So we started there with a completely different message, "But before you talk to the adjuster, hire an attorney or sign any forms, get our free book." And so what I did was take the opposite of what everyone else was saying, which was "Hire me now! We'll get you quick cash for your pain." I then thought about the things that I know will happen to a personal injury victim.

- - - They are going to get called by the adjuster.
    - They are going to have forms from their doctors, their insurance companies, from lawyers and forms to sign.
    - They are going to have lawyers pitching them.
    - In some states lawyers are direct mailing accident victims. If the client gets on the internet they are going to find all sorts of lawyer websites.

"If you've been hurt in an accident, you might not need a lawyer, but before you talk to the adjuster, hire an attorney or sign any forms come get our free information."

We built a brand around that message, which says to the consumer "We're different." "We're going to empower you with education." You may not even need a lawyer, but we're going to give you as much free information as we possibly can. It will be delivered both electronically and by the mailman so that we can start to build trust so when you come to that time when you decide "Yes, I actually do need a lawyer" we're going to be the ones that we think have built trust with you. So that's what I did there.

In your world what I would do if I'm sitting down to consult with a legal nurse consultant about his or her marketing plan is we want to know what everyone else is saying because we don't want to say that. I would want to know from you what it is that your clients say to you.

- ◦     ▪ Why do lawyers call or reach out to legal nurse consultants?
- What is it that keeps them up at night?

I would be creating as much information as I could in writing, in video and on CD form that begin to answer those questions and those issues that keep lawyers up at night as I could. I would be making myself a terrific resource. In our case I think about medicine, medical records, medical experts and things like that. I would be staying in front of these lawyers in an interesting way by giving them even more free information as often as I could because most legal nurse consultant marketing that I see is typically a brochure that all look the same. They are all telling me how great you are, how many qualifications and

letters after your name you have, which is meaningless when it's on a pile of 20 other brochures that say the same thing. What you've done over the years, Pat, is create. What do you have? You have information about different topics, things that any lawyer would want to know about you.

- - - How to read labs
    - How to look at EKGs
    - What do certain medical procedures mean and do

You freely give that stuff away, which is different from all the other marketing that I see. That's where legal nurse consultants can start, which is by saying "What is it that keeps lawyers up at night?" These are the medical records and injury cases or medical malpractice cases.

"How can I proactively be helping these lawyers in a way that delivers trust?"

Now people will say "Well gee, if I give away all of my best information no one will ever hire me," and it's just not proven to be true. We have a book that we give to people that's how to settle your case. It's a step-by-step guide to settling your case without a lawyer and we freely give that away. In fact you can download a bunch of these things on our website and we'll give you that information later on the call.

If you come to me, you've got a case, you can settle your case on your own and you're happy, what have I done? I've won a fan. I've won someone who now will allow me to continue to market to them, who will remember me because you're going to stay on my list and you're going to get stuff from me 12 months out of a year and not just email, but stuff delivered to your house like newsletters. We've got our end of the year magnet with the



picture of my kids on it and you're going to remember me the next time you or someone in your circle of 25 or 50 people that you have influence over needs a personal injury attorney. So that's sort of the counter thinking that goes into truly effective marketing, particularly marketing at a grassroots. We don't like to call it shoestring, but marketing smart without breaking the bank.

**Pat:** Certainly giving free information can be done in a very inexpensive way. It can be blog posts, brochures that are specific topics and white papers. What Ben is referring to are oversized postcards that we send out to attorneys every other month with definitions of medical terms or how to interpret a lab result. We've got right now, Ben, about 800 attorneys who have opted into that program.

**Ben:** Yes and if I'm recalling correctly they come sort of pre-drilled and go into a little binder that you created. Fundamentally any business needs to know what's the value of a customer, what's the value of a client and that will help direct how much you're willing to spend to go and get a client. Because you know Pat all of this electronic stuff that we can talk about - social media, Facebook and Twitter - the sort of seductive sin of all that is that it seems free and so let's go and do it. But the reality is that guys like me aren't looking for legal nurse consultants on Facebook. We're not looking for them on Twitter.

I'll tell you how lawyers get legal nurse consultants. They go on word of mouth referrals. They say, "Hey, who knows somebody that's reliable, has access to experts if they are going to be in medical malpractice cases? Who's smart, who is responsive and who understands what it is that we go through as lawyers?"

We get them and we look for them by referral mainly and so your job is as you build that tribe of lawyers who know your name, who

know your business, who know that you're reliable, trustworthy, smart and have access to good information is continually staying in front of them. And actually not even going to look for the next client, but really feeding your herd, Pat, with good information and staying in front of that group because that's how most personal injury lawyers with any experience find legal nurse consultants.

It's word of mouth frankly and it's not so much trade shows. It's not so much cold mailed brochures, but however I wouldn't rule any of that stuff out particularly on a sort of hyper local basis because the other thing lawyers want is to eyeball folks. Maybe it's a video chat, but certainly if you're going to be doing substantial work for me I like to see that you look like a responsible, timely individual. That's how we find legal nurse consultants.

**Pat:** You know I'm laughing because I remember talking to an expert witness several years ago and she said, "Don't you want to meet me? Don't you want to make sure that I have all my teeth?" It was a question that I never thought about before and then I wondered if she had dentures. It was capturing my attention.

Let me unmute everybody right now and if you've got a question please speak up and then once you've given a question to Ben then I will mute everybody again. I'm now unmuting all of you and we can hear all of you. It's your opportunity to ask a question, so please speak up.

I'm not hearing any questions Ben, so I will continue and I'm going to mute everybody.

**Ben:** That's okay.

**Pat:** The question for you Ben is, "Tell us a little bit about what you send to a prospect when you have an inquiry about your services and how we could translate that to legal nurse consultants who've been approached by attorneys on occasion."

**Ben:** It's a great question and let's just do the marketing principle first. Again, marketing is marketing and what we're trying to do is get human beings to respond. It doesn't matter whether we're running a hair salon, a bagel bakery, a law firm or a legal nurse consulting firm. It really doesn't matter and that irritates lawyers sometimes when I tell them that. The principle is when you see someone else running a business who's doing a good job we always ask ourselves how might I use that idea that I see this other person using. How might I use that in my own business?

Here's what happens here, we always want to give people two paths to us, at least two reasons to respond. Certainly there's a guy who was in an accident yesterday who wants to talk to a lawyer today and we give him "Hey, give us a call. Come on in and we'll chat with you." But for every person who's ready to hire a lawyer there's nine other folks who might need my services but they're not yet ready to hire a lawyer. The same would apply to your world.

For every lawyer out there who's ready right now and who's got a file that's ready to go to a legal nurse consultant there's eight or nine others out there who've been thinking about it. They've kind of heard about it and maybe they've got burned by one or maybe the one they've used was great and has retired and moved away. They're not yet ready to send you a case, but they're ready to make some sort of a connection. So in our world, the personal injury world, remember we've made a free offer.

What we do is we typically offer at first a free download, so if you go to [BenGlassLaw.com](http://BenGlassLaw.com) you'll see this and you can do this later on after the call. We're making a trade, give us your first name and email address. You can download any number of books, including a book called "The Truth about Lawyer Advertising". What happens then is you actually land on a secondary landing page that says "Hey, check out your email box. The PDF of the book that you've asked for is in your inbox. By the way, if you've been in an accident and you'd like to get a hardcopy and you'd like to get a free CD where I talk about this just give us your full information."

So we send them what we call a "Shock and Awe Package". Remember, you requested it. You've been in an accident and we're sending you a package that the mailman brings, so yes there's a cost to that. Typically our package includes requested information about an accident. It's an accident book. They get a copy of the book "The Truth about Lawyer Advertising", a DVD introduction to the firm and typically a CD interview where I'm discussing the most frequently asked questions.

Now folks would say, "Isn't that expensive?" We know the value of a new client. We know what we're willing to spend to get a new client. "Shock and Awe Packages" can be super elaborate. They don't have to be. Remember most legal nurse consultants I would bet have nothing like this at all. They have brochures. Pat's got her binder and her oversized postcards that fit inside the binder. Pat's doesn't have to be the most elaborate "Shock and Awe Package" in the history of legal nurse consultants. It only has to be better than what her competitors are doing.

What I think people start with is creating some sort of an information package that says, "The Nine Questions That You Should Ask Any Legal Nurse Consultant Before You Hire Them", a Q&A thing. Typically some sort of a basic understanding of how

legal nurse consultants work. Maybe some sort of a report, "Six Parts of a Medical Record That Most Lawyers Would Completely Overlook Which Could Be Critical to The Case".

Now I'm just making this up as we go along, but the point is that we want to get way from the average, which is "Here's my brochure. I have a Bachelors of Science and Nursing and I've been doing the legal nurse consulting for 7 years. I've worked on 30 cases and blah, blah, blah," because that brochure says the same thing as the next seven that are coming across my desk.

The other really powerful thing once you've been doing this for awhile and you've got lawyers who like you, who know your story and who would write you testimonial letters is getting that package of testimonial letters and mailing those out. There's one legal nurse consultant and I think she's down in Florida and that's basically her advertising. It's very powerful because a lot of these names lawyers across the United States will recognize.

Now you don't have to work for the most famous lawyers in the country, but certainly if you mailed out your package and it included 10, 15 or 20 letters from lawyers saying that they like you, they would use you again, you're reliable, you're getting them great experts and that you're a great expert witness yourself if that's what you do, that's powerful. You only get that though by first developing your herd, doing great work and then asking for the testimonials that you can use.

**Pat:** Well, thank you for that thought. Let me encourage people who are listening to either type in questions or ask them at this point because you're all unmuted and we can hear what you're saying. If you are sitting in front of a computer and don't have a mic on you can type your question in the chat box and then I will convey that for Ben.

**Ben:** I see a question there from Mindy. Do you see that Pat?

**Pat:** Mindy, please proceed.

**Mindy:** Thanks!

My question is, I have always tried to keep in touch with the herd, so to speak, and have set up times to visit them. I always hear the same thing like, "You already have me. You don't need to come meet with me. You don't need to take me out to lunch." I'm trying to work at cultivating getting more work existing clients rather than always trying to find the new client. I don't measure it, which might be another problem, but I just get more pushback than I get appointments and these are the people who are in my herd. So I'm just wondering if you have any thoughts on that or if maybe I need to be turning my direction to some that are not in my herd but I want to get them into my herd?"

**Ben:** I think across all businesses it's five, six or eight times more expensive to go find a new one than it is to get a current customer or client to do more work with you. So a couple of things here, number one is know the gatekeeper and be friends with the gatekeeper.

When we do marketing to healthcare practices right, it's really hard to get in to see the orthopedist. The orthopedist isn't the one actually who's talking to the patient so much about lawyers and stuff. And so finding out who that gatekeeper is, what his or her interest are, birthday, anniversary and all those sort of things can give you a leg up. The thing that I would be doing, Mindy, is do you do anything at all that looks like a newsletter, a bulletin, an update or anything at all like that?

**Mindy:** Well I used to be really good at that and consistent, but I sort of fell off the wagon with that. So the short answer is no, not at this moment.

**Ben:** The number one thing that we teach lawyers to do is to create and mail a printed newsletter that they just get delivered by the mailman. Now again Pat's version of this is the large format postcard and that can most definitely serve that need there. It's important that whatever you do is,

1. Be consistent
2. Look pretty good
3. Be about the lawyer, be about talking about new cases or things that maybe you have looked at for somebody else without identifying a name

Staying in front of them in an interesting way and maybe even from time to time saying to the gatekeeper if the lawyer is giving you pushback, "Hey, has anything come up in the last couple of weeks in office meetings about some area of the medicine or some particular case that I could just give a look at for 10 or 15 minutes and just give some input?" Again, that's reaching out and saying "How can I be of assistance to you," but it doesn't sound like just "Hey, send me more cases."

**Mindy:** Got it. Yes, I like that.

**Pat:** You've emphasized, Ben, a couple of times about sending a print newsletter versus an emailed one. What's behind that emphasis?

**Ben:** A thousand emails a day that everybody gets. You know because of my role in "Great Legal Marketing" I get 50 or 60 newsletters a month from lawyers. Now the truth be told, there's about eight

of them that I go to look for in the pile because they're actually interesting. When we see something that's interesting and it's in print form we tend to keep it around and show it to other people.

People don't tend to save or pass along email newsletters. Now that's not to say that there isn't a place for that, but my argument would be that by doing an email newsletter and thinking that you're doing newsletter marketing you are fooling yourself. You have to be an extraordinarily good writer and be interesting to achieve reach with email. Now they'll tell you, "Hey, it's free. It's easy and we can use Constant Contact and all these great programs to do it." They are all great supplements.

The other thing that I think is important is a website that looks good because Pat if someone responded to my request and said, "Hey, here's Pat and she's a great legal nurse consultant," what's the first thing that I'm going to do?

It's the same thing that I would do with my refrigerator if it was broken and I needed to get a new one. I would go on the internet and research you.

You don't have to have the most elaborate website in the world, but it can't have been built in 2008. It can't look like a website from even more than three or four years ago I don't think. You have to have something professional. Typically then we work in something free. "Hey, download Pat's free report on The Seven Most Common Handwriting Errors That Lead to Disasters That You'll Find in Any Medical Record". Something like that so that I'm getting the report, but I'm trading you information. I'm trading you a name and email address at least for that.

I think that's just another area where people tend to not realize that your Internet presence is very important. Again, you don't have to



be the best at SEO. Your website doesn't have to be the one that's at the top of every search engine for legal nurse consultants. At least if I get your name from someplace and I go to look, the more professionally done with sort of modern little technology in the website the more that the initial first impression is going to be that this is someone who cares and is careful. Because if we lawyers are letting you work on our cases for our clients we want people who care, who are careful and who are professional.

The same thing goes with social media. If I Google you and I find you have an open Facebook page and you're showing me the seven frat parties that you went to in the last three weeks...in one case a woman contacted me and wanted to do something. We Googled her and the first thing that came up was a mug shot from a DUI arrest, so if that exists and you know about it you need to create other stuff that would push that mug shot off the front page of Google.

**Pat:** You make me think about an expert witness we hired several years ago to review cases. I went on her Facebook page and she had a picture of herself holding a bottle a beer in a bar. She was exposing the top of her bra-strap. I sent her a message and said, "Hey, do you really want the world to see this, blow it up and bring it into the courtroom the next time that you testify as an expert?" She immediately took the picture down and made her settings more private. She said it was a college reunion. I said "Yeah, but it was 3:26." There was a timestamp on the picture of 3:26 in the afternoon. Please, no!

**Ben:** Yes everyone makes choices, but you're right. This is hard stuff. Learning to market, doing it well and doing all the little things right takes time and attention. In fact, we believe it's the most important skill that you need to develop. But even if you don't develop the total skill set, you need to at least be able to be

smart enough about this so that when someone is selling you something like a Facebook marketing program, a Constant Contact program, selling you banner ads or pay-per-click you darn well better be able to ask the right questions or else you're just going to spend money, have a failed campaign and their answer for all of that is you should've spent more money. So we need to be smart about this.

A great book is Dan Kennedy's book called "No B. S. Grassroots Marketing" and another one is "No B. S. Direct Marketing for None Direct Marketing Businesses". I actually wrote a chapter in that second book. These books are probably between \$10 and \$15 on Amazon.

Understanding marketing, it's such a high value tool to have in your arsenal because everyone is good. Let's just assume all the legal nurse consultants on this call and who listen to this recording maybe are good. You are good at what you do. You are highly trained. You are careful, but there has to be some other way to get my attention than to say that because everyone can say that. Lawyers, the same thing, they can all say we're aggressive, we care for you and there's no fee if no recovery. Those aren't good differentiators, so we got to figure out how to get folks' attention, how to stay in contact with them in a way that you're not a pest, but you are perceived as an expert, a wise man or woman on top of the mountain. That's marketing.

**Pat:** Thank you for that, Ben. We do have another question. I don't know if you have that on your screen as well. It's from Michelle.

**Ben:** Michelle asks, "Comment on marketing strategies such as PRWeb or online news services to get you more publicity."

In my opinion of that stuff is that there was a place for it a couple of years ago probably. Anyone with a halfway decent website can

publish articles on it. Then you can use your social media, your Facebook contacts and your Twitter to sort of spread that word and get traffic to the website.

Now if you do something extraordinary, let's say that you are an expert in a case that gets some notoriety or you have a helpful comment about some case that's on the news. For example, let's look at the case in New York with the gentleman who died when he was getting arrested. I actually didn't hear too much about that case earlier in the summer when the event happened, but of course last week you got a grand jury that does not indict the police officers. Well, you commenting at your own website about comorbidities, choke holds and all of the reasons why this gentleman might have not survived that arrest is something that might be interesting and there certainly are folks doing that. Once you have a page up at your website about that or about what lawyers might look at in terms of a wrongful death case against the police, then maybe using PRWeb, but those sort of services were popular and useful a couple of years ago.

I think that Google is not as responsive to those anymore if that's the right way of looking at it. Those were ways of sort of getting a leg up on the system. I think you could do better by writing articles that will go on your website, repurposing those articles in a printed newsletter and paying attention to your herd or your tribe. Most lawyers who I coach are not spending the money to use services like PRWeb much anymore today.

**Pat:** Okay.

**Ben:** Here's something that we haven't talked about, of course the use of video. YouTube is a search engine. If you go to YouTube and type in "Ben Glass on marketing" or "Ben Glass attorney" we have literally hundreds and hundreds of videos. We teach our

associates here to create video. The videos are not "I'm Ben Glass and I'm great". The videos are information that would be useful for someone who would be a good prospect for me.

With today's technology in 2014 heading into 2015 here soon, it is a lot easier to make decent quality. The videos don't have to be high-end, but they can't be junky either, but informational videos.

This sort of format:

"Hi I'm Pat and one of the questions I got in my legal nurse consulting business last week was what does it mean when the blood pressure is 300 over 80? The answer to that is XYZ and I wrote about that and more in my book "What Every Lawyer Needs to Know about Medical Records."

So something like that where you're answering one question and you are then directing them to go to a website for a download or a free report, or to get your book. In your case, Pat, to get on your service where you are providing the oversized postcards with good information. The videos are not "I'm a legal nurse consultant and I have 27 years experience and all these letters after my name."

If you also Google Gerry Oginski, he's a New York medical malpractice attorney. Gerry's got probably a 1,000 or 1,500 videos on YouTube. Just look at the pattern of what he's doing there.

**Pat:** Yes, he has a very nice set of videos. I think they would be ones that our audience would be able to follow and appreciate his techniques because he does medical malpractice cases and he always has a very welcoming "Come on in and let's talk about this".

**Ben:** Absolutely.

**Pat:** We're still unmuted. Please ask your questions of Ben if there's anything that's on your mind, anything that came up today or anything from the book that you read and I will share that information.

Michelle is asking about Gerry Oginski. It's Gerry with a "G" and Oginski is O-G-I-N-S-K-I.

**Ben:** That's right and if you just type his name into Google you'll see lots of stuff and if you type into YouTube search engine you'll see a ton. Gerry has just developed a system for creating interesting videos and that's his primary marketing tool for his medical malpractice practice.

**Pat:** And then he has a second business teaching attorneys how to create videos for their businesses.

**Ben:** He does.

**Pat:** That's an interesting pattern Ben. I think I heard it once before on this call.

**Ben:** Yes you have and a lot of the folks I run around with are entrepreneurs and we like helping people. We like creating multiple streams of income. There's no reason that anyone on this call couldn't do something like that. Again, marketing is worth studying if for no other reason than a self-defense against what we would call the vultures selling you the marketing stuff, so selling you the pay-per-click program or selling you the website. You at least need to know enough to ask the right questions and to know when they are floating B. S. or if they are floating stuff that could actually be helpful to your businesses.

I'm curious about this, Pat, what are the things that drive legal nurse consultants crazy in terms of building their practices?

**Pat:** I think an issue that comes up with legal nurse consultants whenever they get together and they've got some clients is not getting paid for work that they have done. That's an unfortunate reality that affects people until they learn how to work from retainer-to-retainer.

**Ben:** Here's the deal on that - how does that happen? It's not unique to legal nurse consultants, but that happens when there's a fear that if I don't do the work first and get paid later or if I don't cut my prices that I won't make any money and that they'll never be another lawyer who calls me.

It's the same thing with lawyers who are doing non-contingent fee work. They face the same issues and the way to get out of that game is to establish yourself as celebrity. You certainly wouldn't say to Dan Kennedy, "Do the work today and I'll pay you tomorrow," because Dan is a marketing guru who has established his own rules and who knows that if someone is not willing to pay his \$20,000 a day consulting fee that there's a line of people behind that person waiting to pay it. He's developed that with good marketing and so the best self-defense is to have a big enough herd where you stop working with people who are not full of integrity. Get paid up front and don't fall into that zone where you think that you have to play by the lawyers rules in order to get clients. If a neurosurgeon says to me "Send me the records and send me a check for \$5,000" I'm not going to go "Nah, here's the records" because he's going to go, "I'm not going to review the records".

Each one of you should have that same attitude because you are valuable. You bring a great value to law firms and to lawyers who need you. There's no reason in the world why you shouldn't be getting paid first. Now a lot of that is having open and honest communication with the lawyer and you not undervaluing or you not underestimating how much time it's going to take you

to do a case. Remember if it's a medical malpractice case or a significant personal injury case that's very valuable to the lawyer and you're one part of that team.

If you pick up Dan Kennedy's book "Ruthless Management of People and Profits" in the second edition that just published in November, it's a terrific book about reinforcing in your own head why you are in business to begin with and having integrity with yourself and forcing people to play by your rules. That's why you cannot be viewed as a commodity. You are viewed as a commodity when you send me the same brochure that everyone else is sending and there's a stack of 15 of them on my desk.

Don't be intimidated by lawyers just because they're lawyers. Here's the last one. You want leverage on someone who's jerked you around and not paid your bill, complain to the State Bar. That will get you paid assuming that you've done the work, you've got the contract and all that stuff. It's not small claims court. It's not whining on the internet. It's make an ethics complaint. That's leverage, but it's best to have great communications at the beginning, do a great job and have a line of people waiting to get in to see you. Don't charge bottom-dollar fees because when you charge bottom-dollar fees you're perceived as a bottom-dollar vendor.

You are special. You have expertise. Give the lawyer a Tiffany's level experience. Over-deliver and make sure that they know that you are over-delivering. You shouldn't be in a position of chasing dollars.

**Pat:** Perfect.

We have about five more minutes before we wrap up. Please add in any other questions or comments that you have. Pam shared a

comment for you about being very interesting and how she enjoyed the presentation very much, Ben.

**Ben:** Well thank you very much. Again, you folks want to see how our marketing works you can go to [www.BenGlassLaw.com](http://www.BenGlassLaw.com). Ours is fairly complex, so you can download something for free. If someone orders something in the mail we actually only send it if they say "Hey, there was an accident in Virginia" because we have lawyers all over the country who try to get free stuff from us and we're happy. Just download the PDF.

What I would do is look at what we do. Look at what we say and how our electronic books are structured and then say to yourself, "How can I look at that structure and create something for my legal nurse consultant business?" If you don't know how to create books there are people all over the world. They are on Elance and oDesk and are very good at helping you take the intellectual property that's in your head and getting it into a form such as an eBook or a real book or something like that. It's a worldwide economy.

**Pat:** For people who have not heard of Elance and oDesk, which have just combined in the last couple of months, it's a place where people who are anywhere in the world bid on jobs. People who have jobs put jobs into the website and then use that to hire the people who are responding to the request. It also is a very risk-free way of hiring a person in another part of the world because you don't pay as the buyer until you're satisfied with the product.

That's an important point because my webmaster unfortunately hired somebody in Europe somewhere to work on a website and that guy took the deposit and disappeared. He unplugged the computers and was gone. My webmaster did not do it through Elance, so he learned a really hard lesson on that one.



**Ben:** Yes and just like on Amazon both the buyer of the service and the seller of the service are rated.

**Pat:** Yes and you can get comments on Elance from other people who've used that person. I have hired several people. I do tend to look for people who have English as their native language, but I have a guy in Pakistan who has done some wonderful work for me recording my webinars as an independent recorder. He does a great job and he has been very reliable.

I think at this point we've run out of time and questions. I see several complimentary comments, Ben, about how this program has been very helpful. People are thanking us for the information and putting the program together, so that's great that this was useful for everyone.

This program is being recorded. I will get you the transcript which will be transcribed by somebody from Elance and then I will post that in our member's area.

**Ben:** Well my pleasure Pat and like I said I like working with people and chatting about this stuff with folks who will now actually go out and do something. So my challenge to everyone who hears this or reads the transcript later is sometime in the next 30 or 60 days do something that you're not already doing. Report back to Pat and say "Hey, I've listened to Ben and you talk and here's what I've done" because that is what inspires people like Pat and me to keep doing events like this. We like to know that we are actually making a difference somewhere.

**Pat:** Perfect.

All right, thank you everybody for spending the time with us and we appreciate everybody's help.

**Ben:** Thank you all.

**Pat:** Bye-bye.