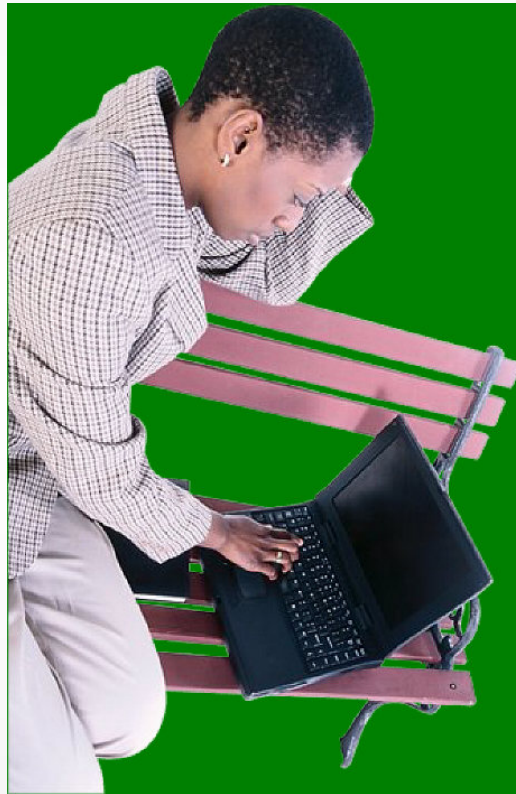




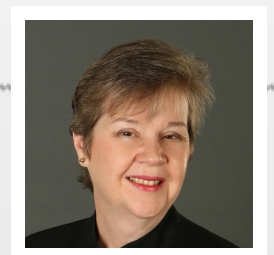
# CASH COPY

HOW TO SUPERCHARGE YOUR MARKETING MATERIALS



PATRICIA IYER

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# CASH COPY

## **Cash Copy: How to Supercharge Your Marketing Materials**

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### **Slide 1**

My name is Pat Iyer and this is Cash Copy. This is a webinar that is designed to help you learn how to refine your marketing materials so that you can reach your target market.

### **Slide 2**

One of the most important things to remember as you focus in on your marketing is to think about who you're writing for and what vehicle you are using to reach your market. You have a greater chance of fulfilling the purpose of your writing if you think about your target market. The more you know about that person, the better. What's really key is to think about how that prospect or that client might respond to your message before you start writing.

### **Slide 3**

The more you know about your reader, the better; the reader being the person who is looking at your brochure or looking at your website.

You have to understand your reader's beliefs, their fears, their insecurities, the needs and the desires. As you market you use this information to reach your reader or your prospect focusing in on the things that are most significant to that person.

#### **Slide 4**

I'd like to ask you a question to get started. On the screen in front of you is a section where you can fill in an answer to a question and the question is - what are the fears of a plaintiff attorney? I'd like you to take a few seconds and type in your answer and as you're doing that, I'll go on for a little bit and then we're going to come back and see what you've identified as the fears of the plaintiff attorney.

#### **Slide 5**

Nido Quebain who is the chairman-emeritus of High Point University in North Carolina and also an articulate speaker reminds us that facts tell and emotions sell. It is really through emotions that we are able to reach the needs of our target market.

Let's look at what you identified as potential fears of the plaintiff attorney. I see here that someone has identified, fearing making a bad decision on a case. Another person has identified that spending money is a fear of plaintiff attorneys, particularly spending more money than the attorney might expect.

I had a conversation today in fact with a plaintiff attorney who was questioning a cancellation fee in a fee agreement and said...well, what if I don't have any control over the fact that a trial is canceled at the last minute? His message was, I'm really fearful of being committed to pay a cancellation fee. That was his big fear in this situation.

#### **Slide 6**

So let's continue on and think about the way that the right brain and the left brain function. This graphic is very helpful to me in thinking about how the brain is divided into two sections. I personally identify more with those people in the gray colorless blue area who are working away at their desks. Actually some of them look like they're slumped over and possibly asleep. But there are others that identify with the people who are on the grass and flying the kite, listening to music and painting and relaxing. Those represent the two parts of your brain and how we function. We all have both components in the way that we react to life but some of us are more left brained versus right brain.

So if you think about what I've said about facts tell and emotions sell you can see that the emotional part of the brain or the right side of the brain is the part that we're tapping into when we are marketing.

## **Slide 7**

You've heard of the seven deadly sins. These are emotions and some marketing is geared to helping tap those deadly sins. From the standpoint of marketing to attorneys it's a little difficult to think in terms of marketing to lust, for example, or envy or vanity or even greed. We've talked just now about fear as being one of the seven deadly sins, however, fear drives a lot of attorneys in their reactions.

Fear in the case of the plaintiff attorney of taking a case without merit, fear of having a plaintiff client who is difficult to work with. Sometimes laziness is a factor in working with attorneys. They might, for example, have large volumes of records and they might be able to organize them themselves, although that might require a huge amount of time and maybe not the best use of their time. While we don't necessarily think of that as laziness, it might be expedient for the attorney to hire a legal nurse consultant to help with that aspect of the case or the attorney might be so busy and overwhelmed that it's easier to delegate.

So when we think about marketing to emotions, these are ones that you might see more in mass media in terms of motivators and you can tell by looking at ads that some of those deadly sins are being tapped. There might be a luxury car ad, for example, that might appeal to the pride of the owner and that sense of status.

## **Slide 8**

However, there are also some positive motivators which I believe we use more effectively, particularly as legal nurse consultants and as nurses. We pride ourselves in being honest and being forthright in working with attorneys. We have a code of ethics that directs us to be very forthright and not perform unethical actions. As nurses we genuinely want to help other people. In fact sometimes that's our downfall because we get hooked into assisting an attorney particularly at the last minute. I have made my share of these decisions that have come back to haunt me. An attorney calls at the last minute, needs something done. I have rushed or my staff has rushed to help him and then we have had trouble collecting money after performing the services.

It takes a number of times for this to happen before a legal nurse consultant realizes that no matter how appealing it is to try to help an individual at the last minute that you have to be a wise business person in the process. So we may feel empathy with the attorney but have to make good business decisions.

We may motivate the attorney through sympathy, showing that we care about the people that we assist and the needs of their clients. When you use flattery, sincere flattery to express our admiration of a client or of a case that the attorney is taking on. Integrity is always a sound business behavior that builds trust and credibility and helps the attorney realize that we are doing whatever we can but we're not going to, at the same time, perform dishonest or unethical activities.

The common enemy is a marketing strategy that some people use that may imply that others don't have your best interests in mind but I do.

## **Slide 9**

When we think about the rational part of the brain, once a decision is made people need rational to convince themselves that they're making a good decision. This is also known as experiencing buyer's remorse and there are a numbers of ways that marketers address this issue. They may at the conclusion of the sale provide, for example, in information products they may reinforce the wisdom of buying that particular product. They might give the purchaser bonuses to reinforce the wisdom of that purchase.

When a legal nurse consultant is supplying an expert to an attorney, for example, the legal nurse who is aware of buyer's remorse might say...this expert is really skilled, very good, we've had positive comments about the skills of this person. That helps the attorney feel reassured and more comfortable with the decision to hire an expert.

So that's something to be concerned with and to think about, that how once those emotions have been given their opportunity to be part of the purchasing decision then how the rational part of the brain takes over.

## **Slide 10**

I'm going to go with you through this series of steps of marketing, the attention, interest, desire and action formula. It is a classic formula that helps frame how we put together our marketing messages and it assures that we're looking at each of the steps of that selling process.

## **Slide 11**

The first is getting the attention of the reader, the attorney who is looking at a brochure, a letter, a website. Liz Buddenhagen who is from Georgia has this phrase on her website, and as you look at this phrase you see the adjective 'whip-smart', which is an unusual adjective that gets your attention. Her underlying message is an implication that she is the whip-smart healthcare expert who needs to be part of the attorney's legal team. So it's a nice combination of words that gets the attention of the reader.

In a crowded market place and with people who are bombarded with marketing messages and information, it's important to think about how you can quickly in a matter of seconds stop the reader and intrigue that person to read more. You might have twenty seconds, if you're lucky, if somebody is looking at your materials before that person's going to make a decision of am I going to read further, am I going to investigate this or am I going to move on. So grabbing the attention is critical and I'll be sharing with you some of the ways that you can grab people's attention.

## **Slide 12**

One of the ways is through graphics and images. Fern Wasserman is a New York based legal nurse consultant and her tag line which is the words below the name of her company says, "Bridging the gap between the Legal System and the Healthcare System". When you see the word bridging you recognize that she's got an image of a bridge and I believe that this is a bridge that is over the East River because Manhattan and the Empire State Building is on the right hand side of the picture and you can see the RCA Building, which is the darker spiraled building and the Pan Am Building next to it, which is the big

squarish building with the light on top. That bridge is a very nice tie in to her tag line.

Think in terms of pictures that will capture somebody's attention. One of the things to keep in mind whenever you are using pictures on your website is to make sure you have the right to use those pictures and that you're not violating copyright.

One of my authors from my *Avoid Medical Errors* magazine is a person who hired a webmaster to put together her website and the webmaster took four images from a corporation without purchasing those images. The company did a search using a search engine and found instances of people using their images without purchasing them and this particular company contacted my colleague and told her that she owes them \$3,500.00 for the four pictures that were on her website, no longer. The webmaster had told her that he had permission to use those images but he in fact did not. The company is pursuing this, going after my colleague. It is now in litigation, it's been turned over to an attorney to collect the money and it has turned into a very unpleasant and probably going to be an extraordinary expensive experience for my colleague.

You can get images by buying royalty free discs, CD collections, from various sources, you can buy single images from websites inexpensively. Just make sure you have purchased whatever you're using and you're not going to run into any copyright issues.

### **Slide 13**

Here's another example of getting attention, bringing the knowledge of healthcare to you. Two legal nurse consultants, from their website, who are stressing their knowledge in this particular statement. I think an effective way of emphasizing their credibility.

Chris Rokosh is a legal nurse consultant in Canada who has a very effective website. The implication in this particular statement is that



she has a group of physician and nursing experts available to help the attorney and will save the attorney time and effort by using her group of professionals.

## **Slide 14**

One of the keys in marketing is to think about the use of the word, keywords. Keywords are phrases that are likely to be put into a search engine and will help bring up your website. In this particular example, legal nurse consultant would be a key word or a keyword phrase and standards of care would be another keyword phrase.

An attorney who is searching for legal nurse consultants or on the subject of standards of care is much more likely to end up in your website if those keywords are prominent on your website. Ideally they're in the first several sentences, they're in the first paragraph that would come up on a search engine or on a page, they're scattered through the page and they will draw attention and traffic to your site.

## **Slide 15**

Another element of marketing, whether you're sending out an email, you're creating a header for your page is to think in terms of headlines. Headlines for those of you who grew up on newspapers like many of us, know that headlines...the title of the article that draws your eye and makes you want to read more. There are many types of headlines. These headlines can be on websites, emails, they can be in letters that you're sending out...marketing letters.

So one example is to ask a question. For example, a question might be...have you ever wanted to or what's the biggest problem that you have or did you know and fill in the rest of that question. This is designed to get the attention of the reader and make them want to read further to answer that question.

Another way to use headlines is to create a sense of urgency. To get somebody to act now. We know from marketing that most people who are going to investigate a service are going to do it at the time they first discover it. If you're trying to sell something you're much more likely to have a buyer at that moment than if the person puts your website by the side or puts your marketing material aside and says, oh I'll come back to that.

Drop everything and read this right now, might be a headline. This is also called a fear of loss or a scare headline. Another type of headline is an incomplete thought. I almost cried when I read this...is an incomplete thought or I didn't think it could get worse. Now again some of these types of headlines might work well for you and some of them you might look at and say...no, no, no, I'm not sure I would use that kind of a headline. These are designed to stimulate your thoughts.

Another very common type of headline is one that stresses a benefit. You can get lots of ideas by looking at magazine covers for example.

## **Slide 15**

*Seventeen* magazine has a number of benefit headlines. You see for example, "Look Prettier than Ever for Your First Day of School". It's been a long time since I had a first day of school, I have to say that. "Your Perfect Jeans", "Total Dating Confidence"...you can see how these stressed headlines are benefits; and "The Number 1 Move to a Cute Butt"...in tiny letters, really tiny letters underneath it says, "It hurts but it works".

Now flip it around. If in big blue letters it said, 'it hurts but it works' and in tiny black letters it said, cute butt. You'd have an entirely different sense of that headline and you might not read any further if the headline said, 'it hurts but it works'. Who wants to have, pain but if you're seventeen you clearly want to have a cute butt.

## **Slide 16**

Some other types of headlines include intrigue; asking a question that raises some thoughts in the mind of the prospect. An intrigue headline is, can you pass the prosperity test? Well, what's the prosperity test, what does that mean. That may create some curiosity or a news headline. The weight loss industry in this country is a multimillion dollar industry. A news headline might be something like, amazing new medical breakthrough for fat loss. I would really like to have a medical breakthrough for fat loss. I would probably read that headline.

Testimonial headlines are more along the lines of what we might be using in our marketing materials on our websites. For example, a testimonial headline might be... Jane Jones, Legal Nurse Consultant was directly responsible for helping me to win the largest case of my career. You can imagine that that might cause an attorney to stop and read and try and figure out well what was the case about and who is this person?

## **Slide 17**

This is an example of a testimonial statement that is on Chris's website and you can see that this is a strong testimony from Jerome Morse about Chris's skills that would be very effective in establishing her credibility and competence.

## **Slide 18**

We're now moving on to interests. Once you grab somebody's attention then you want to provoke some interest. These are examples of banner ads that we have provided on our websites and the websites of our affiliates that stress benefits and is supposed to grab people's interests. For example, grow your legal nurse consulting practice marketing course online. The emphasis is on the benefit of growing the practice or polish your writing skills, while your clients. Again and then with the course followed by the benefit, while your clients, to

provoke some interest so that the person will click on the banner and read more about what we're offering.

## **Slide 19**

Some other motivational triggers that get people's interests, these are ones that you commonly see and can apply to legal nurse consulting services. The focus is on the benefits to the reader. Think about how as you're doing marketing you can emphasize to the attorney how you can assist with making money, saving money, what we do as legal nurse consultants to help attorneys save money. Certainly when we help plaintiff attorneys, we help them save money by avoiding cases without merit or with limited possibilities of success. Many of our work product is designed to save time for the attorney, to provide quick references, to organize materials so that the attorney can work better or use us to learn something prior to taking a deposition of a medical professional, for example.

## **Slide 20**

Some of the rest of these are a little bit harder to tie in to the legal nurse consulting services. We know that many attorneys have stressful lives and if we can help them reduce their stress, they can live longer, be more comfortable and have better quality existences.

## **Slide 21**

So, let's take what I just shared with you and let me ask you, what are the motivational triggers of defense attorneys? Is there anything on that list that I've just gone over, that you think particularly applies to them and if so, what are those motivational triggers? We've already talked about how plaintiff attorneys have particular triggers so I'd like to flip and look at this from a different perspective. So please use your chat area or your section to answer questions and put some thoughts together on what motivates defense attorneys. While you're doing that I'll continue on and then we'll come back and look at your responses

## Slide 22

One of the keys to remember is that the focus of your marketing materials is on the reader and I've emphasized this quite a bit up to this point. You is a much more interesting word to the reader than the word I. The readers are primarily interested in themselves. They're interested in their problems, their needs, their hopes, their fears, their dreams and their aspirations. We spend 97% of the time thinking about ourselves and that gives you 3% of your attention for the world, for your friends, for other aspects of your life.

If you think about the book Dale Carnegie, *How to Win Friends & Influence People*, Dale Carnegie said everybody has a little invisible sign over their forehead that says...make me feel special. The vast majority of your marketing materials should be focusing on your reader and not on yourself and your skills and your background and your competence.

So let's go back and look at what are some of the concerns of the defense attorney. Now we have some answers from our listeners...finding out the holes in the case. Holes can be in many areas in terms of are there pieces that are simply indefensible, are there difficulties in supporting and refuting all of the elements that need to be established to define the four elements of liability, is there a weak area in the defense and also is there a weak area in terms of the plaintiff attorney's position. Is the case defensible, is another answer. What experts would support the case? Again, a real concern for the defense attorney, what's going to make this case a strong one that will be easy to defend?

## Slide 23

This is an example of focusing on the reader. If you look at this from Victoria Powell's website. Look at the number of times that she uses the word...you or you'll. She's asking questions to raise interest and

in fact you could also consider this to be headlines because they're designed to provoke a response from the listener or from the reader.

## **Slide 24**

Victoria first asked questions and then she goes into explaining the solutions that she provides. You can see that those links on the screen are links to various parts of her website that give a bigger description of her services.

## **Slide 25**

When you're putting together marketing materials there are some things that you should avoid doing. As I go through these examples I think that you'll be able to see, as you're reading marketing materials, examples of these types of problems with wording.

## **Slide 26**

The first of these is guff, a term you might not have heard of. Guff is very stiff, awkward complex language, includes the use of passive voice, it's pompous, it's uncomfortable, it's awkward, long sentences, very complex. The difficulty with guff is that it tends to lose the reader very quickly and causes the reader to turn off.

## **Slide 27**

This is a sentence from a letter that I received from an attorney, 'Following up ours of March 31<sup>st</sup>, a copy of which is annexed hereto, I still remain very interested in retaining the services of an expert witness'. Very awkward; you have to read this even a couple of times at first blush, to figure out what the attorney is talking about.

## **Slide 28**

This is a statement from a legal nurse consultant's website. It is meant to identify all of the services or at least some of the services that the legal nurse consultant provides, but what you see as you just look at this from a distance is that it's a whole maze of words. It is also incorrect in terms of grammar. She does say, I will document the departure from the established standards of care, period. But the next sentence which is one long sentence should start with, I will identify the mechanism and then looking at this sentence, the best way I think to handle this is to break it into several sentences.

This will have a reading complexity of about sixteen on the Flesh-Kincade Scale which is roughly equivalent to having a masters degree. It would be so much easier for the reader if it were broken down into smaller sentences, easier to digest and to follow.

### **Slide 29**

Fluff is a type of language that is hyperbole. There's a lot of fluff in marketing. You can see grandiose claims. It is a type of language that has clichés in it. People may talk about world class, top quality, seamless transitions. Now I've purchased a lot of software over the years and I can't think of a single package that I've ever bought that had a seamless transition. I don't think such a thing exists.

### **Slide 30**

The phrases that you see include things like...leading edge, best of the breed, state of the art, user friendly, uniquely qualified, robust...these are all clichés that are fluff. They don't really mean anything but they sound like they mean something.

### **Slide 31**

This is from the website of a legal nurse consultant who says, 'One unique service we offer is the development and creation of multimedia court room presentations. These presentations are used during trials,

arbitrations and/or mediations'. Well you stop to question whether this is a unique service because there are many people who are involved in helping to present materials in the court room and have a considerable degree of skill in doing that. So what makes this unique? How is this person backing up her claim?

### **Slide 32**

This is a picture of an estate in Maryland. It's one of the best examples of fluff that I have ever seen. This was from a magazine called *The Baltimore* and it's a centerfold spread, you can see the faint crease in the middle of the page, of an estate that was for sale.

### **Slide 33**

You can see that the person who wrote this put in some fluff. If you look at this sentence...it's in the heart of Maryland's legendary hunt country...this home which has its own name, is a testament to the most ennobling of human pursuits. Well, what is that? Is it hunting, is it making money, is it art... I mean, what is this human pursuit that is embodied in this house. The rest of this fluff statement that...it bespeaks a reverence for bold vision, thoughtful collaboration and undeniable élan, a creation of indisputable beauty befitting the glorious grounds. It's all fluff. It's even really hard to grasp what this is all about.

### **Slide 34**

And finally, geek; very technical language that doesn't really take into account the reader. Nurses, particularly inexperienced legal nurse consultants, are guilty of using geek.

### **Slide 35**



They may be using phrases that are very clear to them but are not clear to the rest of the world. The problem with geek is that it slows down comprehension and is likely to turn off the attorney.

### **Slide 36**

Here's an example from a website of a legal nurse consultant who was describing hospital standards of care. This individual used abbreviations that were not spelled out, such as FMR and UC's and IVPC at the bottom of the page, and medical terms that are probably not going to be understandable to the majority of people who read them, who are not already nurses or medical professionals.

### **Slide 37**

When we think about interests, one of the key questions to ask yourself is...how are you different from your competition? I'd like you to think about who's your competition in your area, in your field and how are you different. What is your unique advantage and I'm using the word unique deliberately. What is it about your company that make you special and I'd like you to fill in your answer in the question panel and I'll go on while you do that and then we'll come back and see what you came up with.

What are your actions that back up your uniqueness? Are you competing or differentiating yourself on price, is that your competitive advantage?

### **Slide 38**

Let's think of your competitive advantage and I'll come back in a minute to see what you came up with.

### **Slide 39**

The next element of this formula is creating desire. We create desire with proof. I'm going to be going through some of the types of proof that you can use in order to establish your claims...validate your claims and stimulate the desire of other people to use your services.

Alright, so what do we have in the way of answers? We have a number of years of experience in business as someone has identified as a competitive advantage. Certainly we know that there are a lot of people, particularly in legal nurse consulting who are new to the field and are trying to get their foot in the door and don't have that advantage of experience. Another example of a competitive advantage that you shared with me is having a top notch staff. A huge competitive advantage, many legal nurse consultants by nature have to start off as sole practitioners and they're trying to do everything and having a very well qualified and trained staff is a big advantage.

Customer support when there's a problem. Are we able to address quickly and responsibly and take care of the attorney's concerns. Having a variety of services is another big competitive advantage. Thank you for those examples because they're really good ones.

## **Slide 40**

Let's take a look at the kinds of proof. The key thing to keep in mind in looking at proof is you've got basic elements that you can draw on. You can draw on your years in the business, you can talk about the costs and the consequences of inaction, you can stimulate people's desires by sharing information about case studies. People who didn't use a nurse consultant and what happened to them as a result. You can include images on your website that might have examples of demonstrative evidence that you've put together...maybe a before and after picture. You can have pictures of...we've used a map of the United States showing where we've gotten clients, what states we have clients in.

## **Slide 41**

So think about what you're conveying when you're sharing information about your background. This is from a legal nurse consultant who is in Ohio. I search all over this website looking for the name of the legal nurse consultant. I couldn't find an image of the legal nurse consultant. I don't know if either one of these two females in this picture is supposed to be her but there was no information about that person's background.

Social proof is a big component of sharing information that will reassure your client.

## **Slide 42**

There's different types of social proof that is available. These are the four major kinds. The kind that is considered to be least credible is written...meaning LNC, Inc. is a wonderful service, I highly recommend them, AH from Denver, Colorado. Those types of testimonials raise a lot of skepticism because there're people who have abused them and have frankly made up those testimonials.

A written testimonial with a photograph of the person who shared that is considered next most credible. Better than that is an audio testimonial with somebody who is speaking into a recorder and in his or her own voice shares information about your services. Video testimonials are considered to be the most credible because they allow the viewer to see and hear the person who is sharing that information.

## **Slide 43**

How do you get testimonials? You ask. It is probably...for me personally one of the most difficult things that I have had to master, is to get over that hesitation but we have found that attorneys are quite willing to share testimonials. So after you've completed a case or a

phase of the case, ask the client to give you a testimonial or fill out a feedback form.

#### **Slide 44**

The last component of this to taking action; how do you get people to take action? Many legal nurse consultants provide guarantees to reduce the prospect's sense of risk. Overall people do not use their guarantees as often as you might feel. The guarantee might be something like...if you're not satisfied with your report we will redo it at no charge. Very rarely do people actually take up somebody on that kind of a guarantee.

You can also anticipate the questions that somebody might have about your services and provide the answers in advance. What are the objections that a person might have? For example you're probably thinking how much could this cost? That's a classic way of anticipating an objection.

#### **Slide 45**

In the marketing material that you prepare, have a clear and specific call to action. This tells the prospect exactly what you want them to do. Make it easy. Call today, return a card, visit the website, fax back a form, request a free estimate, order online. Those are all very clear specific calls to action.

#### **Slide 46**

When you look at the structure of a website for example or a letter. This is a very clear and easy outline to follow. To have a headline that stresses benefits, a sub head which is basically right under the headline or follows the main words after a colon. An emotional hook stressing features, including some social proof and then a call to action; this is putting all of this together for you in a coherent pattern.

## **Slide 47**

When you are writing your marketing materials a rule of thumb to follow is to do a brain dump first. Put down your ideas then go back and refine your wording and that will help you in terms of pulling out the information that is including all of your concepts and then you can go back and edit it.

Remember that there are people who will scan and there will be people who will read. The scanners are going to look for keywords, bulleted lists, headers. The readers like to go and look for that longer content with paragraphs for people who like to read every word. Use headlines for the people who read the first few words of the headline. They want to skip and scan and scroll and remember to put your keywords at the beginning of sentences and in captions.

## **Slide 48**

When people look at websites they read in a roughly Z fashion. They go from top-left to right and then they go down to the bottom and they again read from left to right. So this effects how you put elements on a page, how you would design information, where you would put photographs, the type of fonts that you use, the size of your text, the lines or boxes or graphics or colors. If you don't follow that Z pattern then your design can be confusing.

## **Slide 49**

Other copyright do's and don'ts is to be very careful with how much bold you use. If you're using italics in large sections it can be difficult to read. If you have underlining on a website we have been trained to think of that as a link and if you use blue text with underlining and it's not a link, it will confuse the reader. Be aware of those types of design elements and how they're interpreted by people.

## **Slide 50**

Also, spell check and look to make sure you've got all the information about your company including how people can reach you. This is an advertisement in a British magazine that is identifying a salary and looking for a comedy writer/store manager but how would you apply for this job? No phone number, no fax number, no email address, nothing.

### **Slide 51**

I'm going to ask you a polling question. I'd like you to look at this screen capture from a legal nurse consultant's website and I want you to count up the number of typo's that you see. I'm going to launch the poll and ask you to fill in how many typo's you see.

### **Slide 52**

Click right on the screen and then as soon as you're finished I'll close the poll and show the results to you.

Okay, we're getting our voting done, got a few more seconds to go here. Alright, I'm going to close the poll, share the results with you.

### **Slide 53**

And you can see that everybody saw two typo's.

### **Slide 54**

Thank you, that's exactly correct. If we go back to this we see the word Cincinnati not spelled correctly and the word guarantee. Simple words that spell checking should have picked up.

### **Slide 55**

Here's another example of a typo that I found on a legal nurse consultant's website. The plural for attorneys is not attorney-apostrophe-s.

## **Slide 56**

Another example of a typo, a little more subtle, the word here is 'effect case viability'. It should be 'affect' with an 'a' because it is a verb in this case.

## **Slide 57**

So in summary what we've talked about is using the AIDA Formula. Getting reader's attention using visuals and headlines, asking a question, making a startling statement, stimulating interest; it's a crowded noisy busy world out there and your focus should always be on the reader. Your reader is primarily interested in herself, her needs, her problems, her fears, hopes, dreams and goals.

Marketing materials should make multiple use of the word, you, to focus in on the reader. You want to create desire by stressing benefits, by explaining what you can do to help the attorney from the perspective of the reader and then as a secondary piece, what are your qualifications.

If you've finished this program and you do some scrolling through websites of legal nurse consultants you'll see overwhelmingly that many legal nurse consultants list their benefits as a secondary thought but primarily they stress their services and that's really the opposite approach if you follow the AIDA Formula. You first stress the benefits of working with you and then explain your services, not the other way around.

Finally, provide a call to action. Make it easy for your audience to know how to act. Call today, return the card, request a free estimate, order online, visit our website. Ask the reader of your website or your

marketing materials to do something as a result of looking at your materials.

I've left a few minutes for questions or comments and I'd be happy to address anything that is on your mind that I haven't been able to cover so far. So please take minute to type in anything that you would like me to address before we finish up tonight.

While you're doing that I wanted to let you know that when you close tonight...close the program tonight you will see a evaluation poll with some post test questions. We do have this program approved for nursing continuing education units, so you will be able to complete an evaluation and send that off if you're interested in contact hours.

Our next program will be February 1<sup>st</sup> and February 8<sup>th</sup> which is the virtual day on polishing your writing skills and we will provide in the three hours on February 1<sup>st</sup> an overview of some critical aspects of writing, covering resumes, report writing and then an analysis of a long term care case. Then the following week we'll go over the liability issues and give our listeners a chance to complete that analysis.

I have a few questions, comments...very interesting, wonderful material, thank you for your ideas. I appreciate those comments. It looks like there are no questions, so I will provide you with an opportunity to sign off and greatly appreciate your attendance and thank you for joining us tonight. Good night.



**Cash Copy: How to Supercharge Your Marketing Materials**


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1

**Principles of Powerful Writing**

Who?

How?




2

**Principles of Powerful Writing**


**Know your reader:**

- Beliefs
- Fears
- Needs



3

**Plaintiff attorney's fears?**



4

## Principles of Powerful Writing

Facts tell, emotions sell



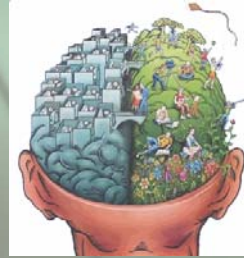
*Nido Quebain*

5

## Principles of Powerful Writing

Rational

**Emotions**



6

## Principles of Powerful Writing

### Seven Deadly Sins

- Greed
- Fear
- Pride
- Lust
- Laziness
- Envy
- Vanity



7

## Principles of Powerful Writing

### Positive Motivators

- Honesty
- Sincerity
- Empathy
- Sympathy
- Flattery
- Integrity
- Common enemy

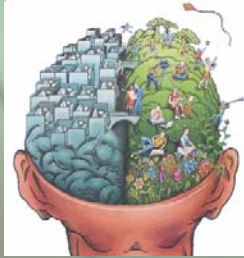


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## Principles of Powerful Writing

**Rational**

Emotions



9

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Attention  
Interest  
Desire  
Action



10

## Elements of Persuasion: **AIDA**

**Attention**

“Do you have a whip-smart healthcare expert on your legal team?” Liz Buddenhagen, RN

11

## Elements of Persuasion: **AIDA**



Fern Wasserman

12

### Elements of Persuasion: **AIDA**

"Bringing the Knowledge of Health Care To You"

Rosemary Dahl RN  
LNC and  
Debbie Kriewall RN  
CLNC

13

### Elements of Persuasion: **AIDA**

Looking for a Nurse or Physician Expert for your legal case? We've already found them!

Chris Rokosh

14

### Elements of Persuasion: **AIDA**

Use keywords

Legal nurse consultant helps to evaluate standards of care

15

### Elements of Persuasion: **AIDA**

#### Headlines

Ask a question

Use urgency

Incomplete thought

Benefit

16



17

## Elements of Persuasion: AIDA

**Headlines:**

- Intrigue
- News headline
- Testimonial headline

18


"I have been counsel in medical malpractice cases for in excess of 25 years and have no hesitation in recommending Chris Rokosh as a first rate expert witness. In a number of cases where Chris has been retained she has demonstrated the necessary expertise and objectivity that the best experts must possess..."

Jerome Morse  
Adair Morse LLP


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## Elements of Persuasion: AIDA

**Interest**



Grow Your Legal Nurse Consulting Practice!  
Marketing Course On-Line at Pat Iyer.com [click here](#)



Polish Your Writing Skills: WOW your clients  
Webinar Course at Pat Iyer.com [click here](#)

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### Elements of Persuasion: AIDA

#### 10 motivational triggers

- Make money
- Save money
- Save time
- Work better
- Learn something

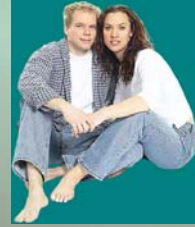


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### Elements of Persuasion: AIDA

#### 10 motivational triggers

- Live longer
- Be comfortable
- Be loved
- Be popular
- Gain pleasure



22

What are motivational triggers of defense attorneys?



23

### Elements of Persuasion: AIDA

You versus I



24

## Elements of Persuasion: AIDA

- Do you have difficulty deciphering medical terminology and abbreviations?
- Do you need help in locating an expert witness for your next medically related case?
- Are you an attorney overwhelmed by medical records that need to be reviewed for merit?
- Do you know the Standard of Care for nursing procedures?

VP-medical.com

25

## Elements of Persuasion: AIDA

### Lead with benefits, validate with features

VP Medical Consulting has solutions for you. We offer the following services to assist attorneys in their medically related cases.

- [Legal Nurse Consulting](#)
- [Life Care Planning](#)
- [Medicare Set-Aside allocation](#)
- [Private Care Management](#)

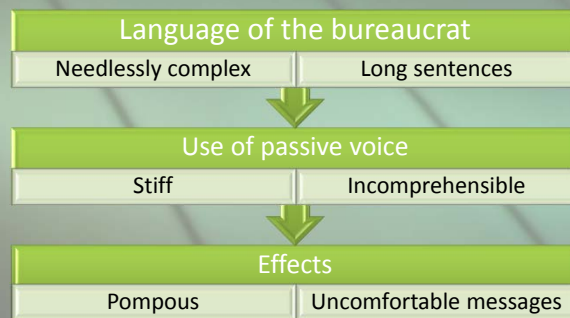
26

## What not to do



27

## Guff



28

## Guff

- Following up ours of March 31, 2009, a copy of which is annexed hereto, I still remain very interested in retaining the services of an expert witness...

29

- Screening Medical Cases For Merit - I will document the departure from the established Standards of Care. Identify the mechanism, degree and extent of injury, extent of recovery, short term and long term prognosis, future healthcare needs, and evidence of pain and suffering and show the direct casual connection between the acts of negligence and the alleged damages.

30

## Fluff

### Pervasive

Hype

Marketing

### Grandiose claims

Not backed by data

Slows sale

### Cliches

World-class

Seamless

31

## Fluff phrases

Best of the breed

Leading edge

State of the art

High performance

Commitment to excellence

User friendly

Partnership

Robust

Uniquely qualified

32



- One unique service we offer is the development and creation of multi-media courtroom presentations. These presentations are used during trials, arbitrations and/or mediations.

33



34

## Fluff

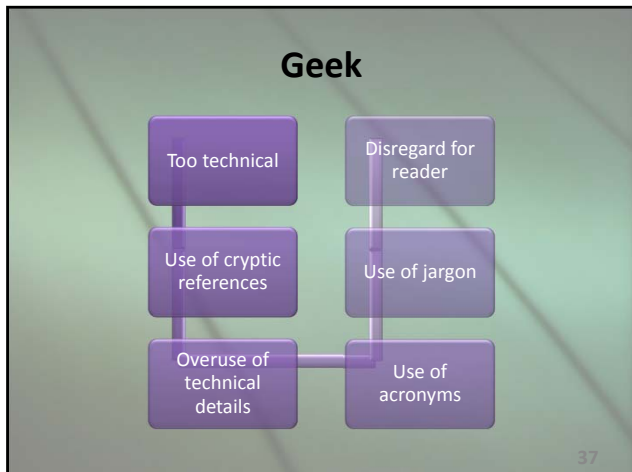
- Set upon 54+/- acres of the original Clynmalira land patent of 1711, in the heart of Maryland's legendary hunt country, SPRINGMEADE MANOR is a testament to the most ennobling of human pursuits.

35

## Fluff

- It is a home, an estate, that bespeaks a reverence for bold vision, thoughtful collaboration, and undeniable elan. A creation of indisputable beauty befitting the glorious grounds upon which it sits SPRINGMEADE is both a sanctuary and a triumph.

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**HOSPITAL STANDARDS OF CARE**

**ASSESSMENT:**

1. Assess fetus in distress via continuous electronic fetal monitoring (EFM). Evaluate FMR tracing noting:

a. uterine activity:

- 1) tachysystole - hyperstimulation (>5 UC's in 10 minutes or closer that q 2 minutes)
- 2) polysystole - coupling, ineffective labor pattern
- 3) hypertonia - palpate for uterine relaxation following contraction
- 4) absence of uterine tone - uterine rupture
- 5) tetanic contractions > 90 seconds long or > 70 mmHg in strength (IVPC)

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### Elements of Persuasion: AIDA

How are you different from your competition?

Actions                      Price

40

What is your competitive advantage?



41

Elements of Persuasion: AIDA

**Desire:** Create with Proof

42

Elements of Persuasion: AIDA

Factual

Images

Risks

43

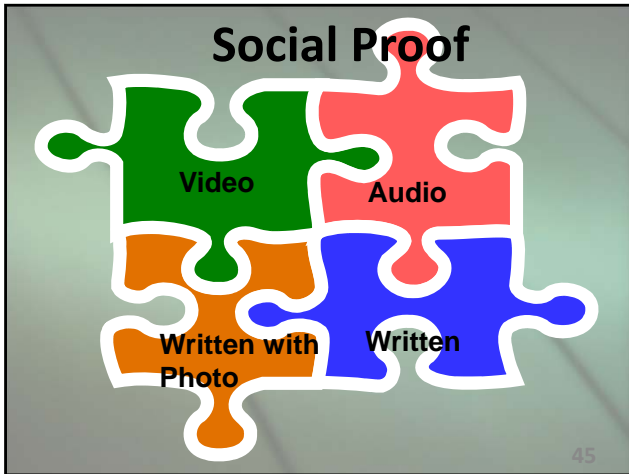
Elements of Persuasion: AIDA

**Background**



**Social proof**

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### Elements of Persuasion: AIDA

How do you get testimonials?

46

### Elements of Persuasion: AIDA

How do you get them to take action?

47

### Elements of Persuasion: AIDA

Call to action

48

## Elements of Persuasion: AIDA

Benefits headline

Subhead

Emotional hook

Features

Social proof

Call to action

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## Copywriting Dos and Don'ts

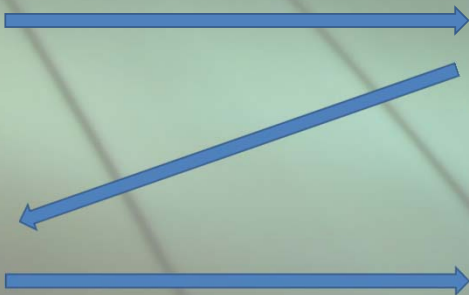
Brain dump first, edit second

Write for scanners and readers

Use headlines

50

## Copywriting Dos and Don'ts



51

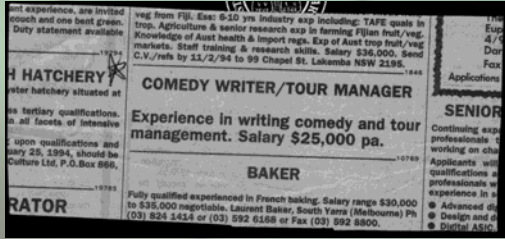
## Copywriting Dos and Don'ts

Use **bold**, *italics* and underlining sparingly.

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## Copywriting Dos and Don'ts

Check your work



53

## Legal Nurse Consulting Services Of Greater Cincinnati

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Our services are helping attorney's every day . . .

55

Our reports clarify issues such as co-morbidity and failure to follow recommendations which can seriously effect case viability.

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**AIDA**

**Attention**

**Interest**

**Desire**

**Action**



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