

DO IT! MARKETING

Interview with David Newman



Pat Iyer



David Newman: Do It! Marketing

Pat: Thank you for joining us in our discussion with David. David focuses on helping people who are looking for more leads and more prospects who are eager to become clients. Also, he has lots of ideas on supercharging your marketing to make sales happen. He has presented over 600 programs and counts 44 of the Fortune 500 among his clients and audiences. I know he's located in a suburb of Philadelphia and has been active in the National Speakers Association for several years along with a 10 year career in corporate consulting working with speakers, consultants and independent professionals to maximize their impact, influence and income.

I saw the alliteration there, David!

David: Very nice.

Pat: He's also the author of the Amazon #1 Best Seller "*Do It! Marketing: 77 Instant Action Ideas to Boost Sales, Maximize Profits and Crush Your Competition.*" He's been quoted widely in the New York Times, Investor Business Daily and Selling Power. He blogs for Salesforce and Vistage, which is a group of CEOs who get together in small groups and bring in speakers, do brainstorming and share ideas with each other.

When he's not working, not speaking and not drinking way too much coffee he's playing with his Atari video games and he hangs out with his black Labrador Retriever. Please welcome David Newman to the call. David is here to address some of the questions that we have as a result of reading his book.

David: Welcome everybody! Great to be here and thank you!

Pat: Thank you. David, I have some questions and I've asked others on the call if they would gather some of their questions.

I'll start off by saying I really appreciate the very organized way that the book was laid out. It was very easy to follow and get the key points. I think that was masterful - the way that you put that together.

David: Thank you!

Pat: One of the questions that arose when I was looking at the book was some of the people in our group are at the early stages in their businesses and I know that it has been a struggle for many in our field, which is legal nurse consulting, to try to reach attorneys. They have been sold to, marketed to and have been sent mailings. People have tried to get them on the phone. There's a lot of attention put on them as a profession and I would suppose that they are not unique in that respect at all. So one of the difficulties that I think people struggle with is if you don't have clients, what are some of the strategies that can be used to try to effectively get your foot in the door?

David: That would be a great question for a sales author, but since I'm not a sales author I'm a marketing author I believe the key is not to get your foot in the door. The key is not you figuring out how to reach them. It's you putting a strategy in place where they need, want and are motivated to reach you.

I've worked with all kinds of folks who think that they're in a commodity business, whether its bankers or accountants. Here's the funny twist, the funny turning of the tables. If you say "I have a hard time getting through to this law firm or this attorney who I really want to influence and get five minutes of their attention," the attorneys and the law firms have the same problem going

to their clients. Because on one level they present themselves and they're their own worst enemy. I think we all are our own worst enemy, but they present themselves as a commodity. One law firm is as good as another law firm. This guy is \$500 now or this guy is \$450. Let's go with \$450.

You know why? Because the law is the law and what we need done needs to get done. I don't care what law firm, I don't care what lawyer I use. I don't care what legal nurse consultant I use. I don't care what marketing guy I use.

Even what I do is a total commodity. There's no shortage of marketing consultants, marketing coaches, marketing speakers. What I have invested very heavily and I don't mean necessarily money, but I mean time, effort, energy and creativity is how to position myself above the noise and how to position myself as faster, smarter, better and different. Now again, at the end of the day I have to agree. Banking is banking. Legal services are legal services. Legal nurse consulting is legal nurse consulting. Marketing help is marketing help, but it's our job. This is some of what, obviously, I wrote about in the book and you guys know this. You have to build your "Thought Leadership Platform." You have to "Expertise Yourself."

By "Expertise Yourself", I mean really prove and demonstrate your expertise. Prove and demonstrate your value. Don't just talk about how smart you are and how great you are. Prove it! Show it! Be a resource. Be a trusted advisor. Be a partner and not a peddler. If you show up at the attorney's doorstep or any prospect hat in hand saying "Hi, I'm really awesome. You should hire me. You should buy from me. I'm really great," of course you get the door slammed in your face. *You'd* get the door slammed in your face. *I'd* get the door slammed in my face, so we have to go about it the other way. We have to go about it by building a base of experience and expertise. Create value and by creating

a value I'll get very specific, I mean that is content. That is thought leadership. That's things like articles, blogs, newsletters and podcasts.

The way I talk about this with my individual clients is your job is to put enough bait on the right hooks, put those hooks in the right lakes and that's how you're going to catch the right fish because we can no longer interrupt people. We can no longer spam people. We can no longer cold-call people, all those things that worked 10 or 15 or 20 years ago. Even then it was questionable on how effective they really were, but they did work 20 years ago, 15 years ago and 10 years ago. Today that's just broken. That is just not working. Everyone is behind bulletproof glass. There are spam filters. They have their calls screened. Post cards, direct mail and sales letters get screened by the admin person or by the person at the front desk, so we can't reach anybody who doesn't want to be reached.

My last comment on this is that we're living in a world of voluntary attention and they will not pay attention to you unless they want to. Our new twist isn't about how do I get more prospects or how do I get more leads. Its how do I earn their attention because once you earn their attention then you move on to get the right to earn their money and earn their business. But unless you earn their attention you're not getting out of the gate. You're not leaving square one.

Pat: There are so many legal nurse consultant websites that are static websites, that are the same five pages with the same information and they are really diametrically opposed to what you're stressing to us. There are no articles. There are no blogs. There's not really even a focus on benefits. Its features, who I am and this is what I can do for you. I'm pleased that you're talking about demonstrating your expertise because I think that is an important message for everyone to hear.

David: Absolutely and it's about building authority. Pat, obviously you yourself have drunk this Kool-Aid years and years ago and you're brilliant at doing this. Your website was and is just a wealth of resources and a wealth of information, insights and value. People had a hard time I guess keeping up with the fire hose of fabulous information that you were putting out there. I think that's a great model for folks to follow and not necessarily in what Pat's doing for legal nurse consultants, but take that 'what could we do' for our target market of attorneys or law firms or paralegals or whoever we're trying to earn their attention.

Pat: I've asked the first question. Who else has a question for David?

Carol: This is Carol.

David: Yes Carol, go ahead.

Carol: I have a blog on my website and I also have a place where you can sign up for my newsletter. My problem is there's nobody signing up for my newsletter. Do you have any suggestions?

David: Oh my gosh, of course I have suggestions!

It's so funny because we all wear two hats in the world. We wear our business owner hat or our consultant hat or our marketer hat (that's hat number one) and then we also wear our consumer hat (our regular person, our regular human being hat.)

Now if I ask you to take off the marketing hat, take off the consultant hat and put on your regular person hat how excited are you about signing up for yet another email newsletter? In fact, how excited are you about signing up for more email of any kind?

Carol: Not real excited.

David: Not real excited, right. Me neither. Here's the tragedy, the sadness and also the opportunity. Even if it's highly relevant, even if it's great information, even if you have a beautiful newsletter that is content rich, valuable, relevant and impactful people are not interested in yet another newsletter or yet another subscription that's going to land in their inbox.

It's a two step conversion process. First, you have to get them to your website, then you have to entice them with something juicy, wonderful and appealing enough where they are going to be willing to trade their email address in exchange for that goody. So I think the bar has been dramatically raised.

"Sign up for my newsletter" is no longer a compelling value proposition at all. People want a one time goody, whether that's a special report, whether that's a 60 minute audio or video or e-learning course or some kind of just special irresistible wonderful goody that they can get their hands on and then the newsletter is like a Trojan Horse. I don't mean a Trojan Horse by way of a nasty computer virus, I mean it comes along with that special report.

"Download my 96-page strategic marketing e-book and by the way you will also get a free subscription to David's Small Business Marketing Tips Newsletter." That's my value proposition.

I don't say "Hey, get my newsletter." I say "Hey, get this juicy, beefy, irresistible fabulous piece of content" and I call these "Welcome Mats". There's a whole kind of internet marketing that we could spend three weeks talking about web marketing and web strategies, email list build and all of those kinds of things. But I will tell you that I like to call these "Welcome Mats". These are "Welcome Mats" into my world, so my marketing e-book is one "Welcome Mat". I also do teleseminars. I market my teleseminars and I say "Hey, pop in here. We're doing a teleseminar on September 25th and it's going to be fabulous.

It's got a certain topic, a certain angle and a certain slant. It's a free teleseminar," and that's another "Welcome Mat" in my world.

For different audiences and for different sorts of things I have a downloadable cheat sheet. People want my book marketing cheat sheet. They get the book marketing cheat sheet. If they want the speaker marketing cheat sheet they get the speaker marketing cheat sheet and if they want the consulting cheat sheet. So I've got five or six or seven different little "Welcome Mats" into my world that appeal to different segments of my target market.

You can never have too many of these because people want the goody. It's instant gratification. It's an immediate gimme. People like gimmies. They like stuff and then "Oh by the way, if you like that you're also getting a free subscription to my newsletter." So I would just totally flip it. I wouldn't sell the ideal of "Subscribe to my newsletter". I would sell the idea of "Free webinar, free teleseminar, free white paper, free e-book and free cheat sheet." People love that stuff and that stuff works better than ever these days. The fancy word for that is "Content Marketing".

"Content Marketing" is having all these little "Welcome Mats" and all these little goodies that people can download. Valuable rich, specific high-value content is the key to getting that second conversion.

- Conversion #1 is get them to the website
- Conversion #2 is get them to give you their email address

I think if you upgrade your traffic or if you get more traffic from whatever sources, social media or organic search engine optimization or whatever it might be, you will see a dramatic increase in that

second conversion of people opting into your list. Not because they're getting your newsletter, but because they're getting that "Welcome Mat" goody.

Carol: Well I actually do have a if you sign up for my newsletter you get a reference section from a book I wrote.

David: So number one, that might not be juicy enough and I think even the way that you market it you may want to flip it, so it's not when you get my newsletter you also get this little reference tool. It's get the reference tool. Get the free chapter. Get the cheat sheet. Get the reference guide and "Oh by the way P. S. comes along with that is my regular newsletter."

Carol: Oh okay, that sounds good.

David: Because again the value prompt that you want to put out there is the goody. It's not get another email in your inbox.

Carol: Okay.

David: I think Pat you and I should do like a six week intensive internet marketing boot-camp thing. It would make millions of dollars.

Pat: That sounds good to me.

David: There you go.

Pat: Lori, did you have something that you wanted to have David talk about?

Lori: I kind of wanted to ask him since we're talking about newsletters, online marketing and those types of things. There are several venues of social media like Facebook and LinkedIn and Twitter. In your opinion which social media sites are the most optimal sites that we can utilize to market ourselves and generate

business? And on those sites how would you suggest actually generating the business so that we can contact those attorneys?

David: You're asking two or three great questions all bundled together and let me try to unbundle and answer each one.

Number one, the premise is that we can use social media to sell and I would argue with that premise. I really don't think that we can use social media to sell. However, there's actually good news about that. The good news about that is that the precondition to any sale is you need to build some relationships, offer some resources, trigger some reciprocity. We talk about the three "R's" of social media.

Social media is really only good for three things.

1. Sharing resources
2. Building relationships
3. To trigger that reciprocity

Where it's like, "Hey, you've been so helpful to me. How can I help you?"

What are you working on? Let me retweet your tweet. Let me share something on Facebook. Let me forward what you posted on LinkedIn. Whatever it might be, that kind of reciprocity is what social media is about.

For most of us if we're not selling \$20 e-books or something or doing teleseminars about sleazy internet marketing, kind of hypy get-rich-quick teleseminars. I really don't believe that Facebook or Twitter or any of those platforms are going to be a good fit for professional services consulting. So if you want to get in front of lawyers, attorneys, law firms, centers of influence and some direct prospects, the business-to-business social network is

LinkedIn by far. You can forget everything else. You hereby officially now have my personal permission not to worry about Facebook, not to worry about Twitter, not to worry about Instagram and not to worry about Pinterest. None of that stuff is going to move the needle to get you in front of a business-to-business professional prospect, so that leaves LinkedIn.

What the heck do we do on LinkedIn? Again, there's a section in the *Do It! Marketing* book about that very specifically, but I'll summarize it for you. It's all about offering a value and inviting engagement via LinkedIn. And the best place to start is with LinkedIn groups and targeted LinkedIn groups that are specifically focused on your buyer persona. There's LinkedIn groups for all kinds of legal professionals, lawyers, attorneys, big law firms, little law firms, Southern law firms, Northern law firms. I mean there's probably hundreds and I haven't even researched it specifically.

If you do a search on LinkedIn and you put in your particular law firm, legal, lawyer, attorney, the specific legal practice specialties in which you operate you're going to find groups that have hundreds or maybe even thousands or tens of thousands in some cases of members. Now some of these groups are a total waste of time. Some of these groups are filled with nothing but other consultants who are pitching their wares and posting their links to their blog and trying to sell multi-level marketing and Amway and who knows what. However, my guess is you're going to find four or five of these groups that will be a long-term gold mine.

The best way to get involved in these groups is to offer value, offer advice, offer insights and offer recommendations. Have conversations in the group. Don't just post links to your website or post links to your blog or say, "Hey click here" and "Here is my new blog". Actually foster a conversation in that targeted group of your

ideal prospects. Ask questions, offer advice, share success stories and then end it with some kind of call to action.

- - - What do you think?
 - What's been your experience with this type of case?
 - What would you do?

Then you just foster some conversation.

As these attorneys or prospects are starting to engage with you, look up their profile. Send them a LinkedIn invitation. Start to build your network not in a general half-hazard helter-skelter way, but start to build your prospect network. And then once you've had some conversations in the group, two or three conversations, you've answered some questions and they've thanked you for some things, again think about the three "R's".

You can start with "Resources". That leaves to "Relationship" and that leads to "Reciprocity". Once they thank you for some of these say "Hey Bill, you know I've noticed some of your posts and some of the questions that you're asking in the group. I think I may have some ideas for you." You invite them to a conversation: "Do you want to just jump on the phone for 10 or 15 minutes and I can share these ideas with you and brainstorm?"

Again, you're not offering to sell. You're not offering to pitch. You're saying, "I'd love to spend 10 to 15 minutes brainstorming some solutions, brainstorming some ideas with you." One of those ideas might be... "Hey, I think I can be helpful to you. This is exactly what we do. This is the type of case or type of issue that we specialize in. Your practice matches my practice. If you ever need a resource, feel free to call on me. Maybe I'm the right fit, maybe I'm not, but put me in your platinum rolodex if I can ever be of service to you or to your firm.

Again, you're not pitching. You're not pushing. You're not saying, "Hire me! Hire me! Hire me!" It's "Trusted Advisor Marketing". It is high status partnership marketing. So you're not showing up as a peddler. You're not showing up with your hat in your hands. It's a whole different position to come from. It's a whole different attitude that you bring to that type of networking and that type of relationship building. LinkedIn by far is the number one place to do it.

Lori: That's phenomenal. You've removed a lot from my plate.

David: There you go.

Pat: All those tweets that I sit down and work out every two weeks, I think I can get rid of them.

One of the trends I've noticed, David, is that on LinkedIn the moderators of the groups seem to all have moved to the model, myself included, of screening posts and not allowing people to directly enter information into the questions and answers portion without a moderator looking at it. I think part of the trend in that came about because so many job recruiters infiltrated some of the groups on LinkedIn and made themselves obnoxious.

David: It is all kinds of people and it's even people in our field. It's the consultants. It's the freelancers. It's the spammers. It's the info-marketers. It's all these people and again that's why I was saying there is so much noise pollution in some of these groups. The good groups, those handful of groups that I said are out there for you, I'm glad that they're moderated. I'm glad that they're filtering because again your activity in those groups is going to be offering a value, posting valuable

information, inviting engagement and inviting discussion. That's what moderators love. What they hate is they hate link spam.

Link spam is, "Hey guys, I just posted a new blog" and then you throw a link to your blog and then you leave. It's like hit and run marketing. Nobody wants hit and run marketing in these groups.

I recommend that if you find a nice juicy, high-potential group on LinkedIn, definitely review the group guidelines. But what I'm seeing also in concert of what Pat just said is yes, they're moderating a lot more, but you will even see in the group guidelines "Do Not Post External Links. This is a discussion forum. This is for asking and answering questions within this LinkedIn group."

Don't post links saying "Hey, here's this on CNN." "Here's this in the New York Times." "Here's this on my blog." "Here's this legal story over here."

No! They say I don't want you to post links of any kind. Don't post links to newspaper articles or media stories. Definitely don't post links to your blog. The purpose of this group is to keep people in the group and to foster discussion and conversation in the group.

Now those kinds of posts if you adhere to those guidelines not only will you not be moderated out, the moderator is going to notice you. They are probably going to thank you. I am in some LinkedIn groups where the guy is like "Dude, please post more. Post more questions. I love your posts." It's become a little bit burdensome with this one group in particular. I'm like "Dude, I appreciate the love, but I don't have time to like feed your group all of this content. I'll do it occasionally." He's like, "Oh David no, post more."

Imagine that you're posting with that as your goal. That's your goal in mind is for whoever that moderator is to say, "Oh man, I hope Pat

posts more. I hope she posts more provocative questions and tricky challenges and intriguing insight. I just really hope that Pat posts more." If you're about the post something and it doesn't pass the 'I hope you post more test' then don't post it and post something else. Post something else of real high content and a high relevance value.

This sounds simple. You say, "Isn't everybody doing this?" No, they're not. That's why they have the group guidelines and the guidelines are so strict. That's why they boot out the spammers and that's why they moderate the groups because some of these groups have become total wastelands of Wild West crazy spam and you want to be the opposite of that. You want to be a real high value member of these groups. Now I'll tell you a quick story and then we'll move on to the next question.

The quick story is my friend Frank Bucaro who is a very successful speaker out of Chicago. He speaks on corporate ethics and corporate values. His value persona, the people that hire him the most, are corporate compliance officers. Sometimes in-house counsel, but more often it's the compliance folks because the flip side of course of ethics is compliance. Compliance is what you have to do and ethics is what you really should be doing. Anyway he says "Okay, I've dropped all of my marketing. I've dropped everything else I'm doing. I've found four or five groups on LinkedIn that are made up 100% of corporate compliance officers." In one of these groups he is the only consultant. Everyone else is a corporate compliance officer, but they let him in and they let him stay because of the value of his contributions. He says, "This is all I do. All I do is I post a short little article, a short little blurb." He calls them "Short Shot Articles."

A "Short Shot Article" the way Frank describes it is between two and three hundred words and it's just a little scenario, a little story, a little

dilemma, a little thing and it always ends with a call to action, an invitation to respond, meaning what do you think.

- - - What would you do?
 - How would you handle this?
 - Have you ever come across something like this?
 - What did you do?

People love it and he does this twice a week. He does it on Sunday night and he does it on Wednesday night. I'll tell you why strategically those make sense.

There are group email summaries. If you've blogged a lot of LinkedIn groups they send out the summary. The summary that has all the post in it, it goes out Monday morning and that's why he posts Sunday night so it's the most recent thing on Monday. It goes out again on Thursday morning and that's why he posts late on Wednesday, so he's always at the top of that summary email that LinkedIn sends out to every group member. Some of these groups aren't even that big that Frank is in. Some are 300 members, 500 members, 900 members. There's a few that are multiple thousands, but that's his world and he says, "Man oh man, these are my people. If I were to just draw out exactly who I want to be in front of it's the members of these three or four groups on LinkedIn." He says this has made my phone ring.

"Oh my gosh Frank, I'm so glad you've posted that. We're going through something just like that. We need to talk."

They email him. They message him on LinkedIn and they call him. He's dropped everything else literally. He's dropped every other form of marketing besides this LinkedIn strategy and he's busier than he's ever been.

Pat: Very nice. I had another question on somewhat of a related topic. David, you stressed about having conversations with clients and prospects to identify their problems and openly discuss their problems. How do you get past the barrier of mistrust that a person might feel being asked the classic question of “what keeps you up at night” or do you ever encounter that? Maybe I'm exaggerating that in my mind.

David: No you're not. You've put your finger on the exact problem and with all due respect with sales training and decades of experience has taught us that's a great question. That is an absolutely *terrible* question. You just meet someone for the first time or you have a very casual initial connection of any kind they're not going to tell you 'what keeps you up at night'. That's a very intimate question. You haven't earned the right to ask that question. Even if you have earned the right to ask that question by the way, it's such a cliché by now it's "Oh God, not this again. What sales training camp did you come out of?" It's an instant turn-off and they hate it.

They just hate it, so I think you have to walk before you run before you fly. For example, rather than ask that question what you might say is,

"Clients that work with us tend to experience one of the following kinds of problems:

- ◦ ▪ There's not enough of this.
- There's too much of that.
- There's too much workload.
- There's not enough staff.

When a big case comes in they're overwhelmed. They don't know where to turn. They don't know how to get the expert witnesses or whatever it is. I'm curious if you or your firm is experiencing any of those issues."

Now you get them to set the agenda. Don't ask 'what keeps you up at night' or 'what's your biggest heartache?' "Well, my wife left me, my dog died and then my truck got stolen."

No! Keep it focused on the specific kinds of heartaches, headaches, problems and challenges that you solve, but don't ask them 'what keeps you up at night'. What are the biggest problems in your company? It's like, "Who are you, man? I don't even know you yet and you're asking me to like reveal some very personal, very vulnerable information."

You gradually work into the conversation and always make it client centric. It's not about here's what we do. Clients seek out our expertise. Clients seek out our services when they are experiencing one or more of the following... bullet... bullet... bullet. This is also true not just in your sales conversation. This might be an email. This might be a sales letter and this might even go on your website. It's client centric messaging. It's client centric marketing.

Again, you may remember in the *Do It! Marketing* book I've given you a whole bunch of questions none of which "What keeps you up at night" does not appear in any of the 280 pages of my book, so you can rest easy about that. If you remember there's a chapter that talks about you only solve three types of problems.

- There's people problems
- There's process problems

- There's profitability problems

Under each of those I gave you a whole bunch of questions, a big list of questions that are going to be more effective, more incisive and more valuable. The responses you get will be a lot more valuable than the generic "What keeps you up at night," so I will simply refer you back to that section of the book that's called "You Only Solve Three Kinds of Problems." If you're really excited about it I'll get you a page reference here because I just put my hands on the book and I'll tell you exactly where it is.

Don't ask that question that has that negative knee-jerk reaction. It's pages 54 thru 57. Enjoy.

Pat: Someone else with a question for David?

Jane: I'm on the call Pat. This is Jane.

Pat: Hi Jane. Welcome!

Jane: Hi Pat and David.

David: Hi there!

Jane: I loved the book.

David: Thank you!

Jane: I'm still going through it. I read it at night and I just laugh and laugh because it's just so funny.

David: It's not only marketing, it's entertainment!

Jane: It was a great book choice, Pat. When I saw on our group that we were going to read a marketing book, because I do have some that I have read, it just evoked the idea of what a dry marketing book might be. This was just so the opposite that I really

enjoyed it. It was very refreshing, but at the time that I received the book I was in the middle of doing a website. This would be my third year of doing legal nurse consulting, so I was able to incorporate a lot of the ideas in the book right into the website which was really nice. I've almost changed the flavor of my website based on what I was reading about what effective marketing is and what it isn't.

David: I love hearing that.

Jane: My question is a little different than what we've been talking about. I got into legal nurse consulting quite kind of by accident. I probably have a half of dozen cases I've worked with people on in various things and none of which I got on my own and none of which I got through marketing. I haven't really done any marketing that I think has helped me get any work that I get, so I'm now realizing that I can't just rely on cases coming in because somebody knows me or the particular field I work in.

Usually the cases that I was on were for an expert witness because they needed somebody in that field, which is anesthesia and sedation. So a lot of my website I kind of put a niche on it because I figure I might as well use what I already have and what's been going for me so far. But my question here is in doing my own marketing, which was my goal this year of to do some of my own active marketing. I'm finding that some of the attorneys however I meet them whether its just going to networking events in my area or even meeting somebody at a barbecue or at a holiday event when I ask them about whether they use a nurse or not I get a lot of responses that they use physicians and have been using the same physicians for years and that's their comfort level.

I'm finding that my problem is, and I don't know if everyone has that because it might not be just geographical, but it's hard to

convert. I feel like I need to convert them from using physicians to how they could use a nurse and that's kind of a stumbling block for me.

The other comment or question I would have is that is there any way for me to determine what volume might be out there. I belong to a small chapter in New England, but it's probably a dozen of us. I would say maybe 10% have a lot of work and have been working for many years. Another 20-25% are maybe new people. Sometimes we never see them again and then the rest of the percentage or people like myself that have been kind of going along for a few years; we just have sporadic work. I have no way of determining how much work is out there. Maybe there's a case but there's only so much of the pie to go around. How do you determine that?

David: I'm going to defer that second question to Pat because clearly she's the industry expert. I have no idea, but it's so funny the way that you just described that. It almost sounds like the business that Pat and I are in, the speaking business, the coaching and consulting business.

People go, "Is anybody really making a living doing this? "Is anybody really making a go of this because there seems to be a lot of people that kind of come and go?"

Certainly in our National Speakers Association it's very similar. There are big chapters. There are little chapters. Sometimes you go and the veterans that keep doing better and better. Sometimes there's the new faces that pop up and they disappear a year or two later never to be seen again. Now that doesn't mean that the speaking, coaching, consulting and expert industry is in trouble. That means that those people were amateurs or they just didn't make it.

First of all congratulations on three years, so if you've survived three years you're doing awesome in any kind of business. Most people kind of just drop off, flake off, get discouraged or go broke. The second question, that's not my expertise.

Jane: I'm a clinically active nurse which is one of the things I put on when I do market to people because I can do expert work. I still work at a teaching hospital. I'm fortunate because I have some income coming in and I can pick and choose when I can put money into this legal nurse consulting side of the business.

David: Again, I don't know the industry that well, but I'm guessing that it's almost like a religious choice. That if someone truly believes in their heart and soul and guts that we just use doctors, "That's all we use. We're never going to use a nurse. We're never going to use an LNC. That's not what we do," I don't think you can convert someone that has that fervent belief that this is the right way.

Now you have two sales to make. Number one you have to sell them on not using a doctor and then you have to sell them on using you. So I never believe that we're going to win two sales. We're going to win one sale, which is folks who know us, love us and have sought out our expertise, that read our blogs, that see us on LinkedIn, that are on our teleseminars. Whatever we do to market and build our platform, build our visibility and build our credibility you want them to say "Wow, she is a really smart cookie. If we have a need we're totally calling her. She goes to the top of the list."

It's very similar in my world. People say, "David, it's either you or a PR firm," or "It's either you or an ad agency." If you don't believe in hiring a marketing consultant and you believe that to get what you need done you need to hire an ad agency, I'm never going to win that business. If you believe that getting your name in the

paper and getting yourself on TV, which is what a PR firm does, and that that's your path to success you're never going to hire me because their "religious belief" is it's all about the ad agency. It's not about hiring David Newman. It's all about the PR firm. It's not about hiring David Newman, so frankly I don't even pursue those kinds of clients.

If early on in the conversation they say, "David it's between you and a PR firm," I'll say "Hmm yeah, you know what we're probably not a fit because that is just such a completely different value proposition my guess is you'll be better off with the PR firm." I cut them loose. I throw them back in the ocean.

Sometimes they come back and that's great. They go, "No, no, no. I want to talk to you. You're awesome" and it's like "Okay, well that's a different story," but if I'm being treated like a peddler or a vendor I'm out. I'm totally out because that's not how I know that I can win the business.

Jane: It's almost like an education piece that's missing even when to call or if you're trying to get an appointment or you're calling an office. I spend a lot of time explaining what it is I'm calling about and what it is I do. Even if I talk to an attorney, a lot of times they don't know what it is I'm talking about.

David: Oh my gosh, let me give everyone the three part formula that you need to articulate on your website, in your emails, on your one-pagers and the service descriptions that you have.

It's called, "You Need It When, You Get, So That".

It's a three part little template.

Part one is "You Need It When" - Those are all the conditions and the symptoms that they're going through that they don't even know that they need a legal nurse consultant maybe.

They know they need something, but they don't know what it is and they don't know that it's you. So in that first section, "You Need It When", there you paint as clear and as specific a picture of a client situation, a legal situation, a law firm situation that says "You Need It When... boom... boom ... boom... boom."

"You get when you hire me"

"As your legal nurse consultant you get"

By the way the second part is the least important because that's about you. You have 27 years of experience specializing in this, RN in that, PhD in this, BA in psychology or whatever it is the credibility, the indisputable points of proof, your services and your offerings. That's also the shortest part by the way.

So that is the third part - This is the pay off. This is the result. This is the outcome. This is the destination.

- ◦ ▪ So that you win more cases
- So that you get bigger awards from the jury or the judge or whoever makes awards
- So that your case is closed 25% faster

Again, you need to have testimonials and success stories that support each one of those little bragging points. So for example on my website I say, Well 'so that' you can double and triple your fees. That's my value proposition to speakers, authors, coaches and entrepreneurs. So that you can double and triple your fees.

Now if you look at some other parts of my website you will see a testimonial from my client and friend Mary Broussard. The testimonial says "David helped us triple the revenue from our

core service." Now obviously I can't do that with everybody, but I did it with Mary and now it becomes one of my So That points.

- So that you double and triple your revenue, so you double and triple your rates

Again, this is my world in marketing. Your world in legal nurse consultant, So that cases go through faster, juries give a bigger award. You win more and you lose less. You look great and your hair is awesome and you drop 10 lbs. Whatever the outcome is and it's four words you can write down:

- Value
- Impact
- Results
- Outcomes

VIRO is the acronym (Value, Impact, Results and Outcomes). You can put all of this on an 8-½ x 11 piece of paper.

- Part one – You Need It When

You're up against a tough case. You have an impossible deadline. You're understaffed and nothing is working. You lack in-house expertise. You can't afford to lose this one.

- Part two - You Get

Experience, expertise, in the niche, this number of cases, this number of outcomes, this percentage wins or whatever it is. You get me. I'm wonderful.

- Part three - So That

So that value, impact, results and outcomes are all on a single paper.

At this point if someone doesn't know what you do, doesn't know the value proposition and isn't sure why to hire you, doesn't know when or where to plug you in you say, "You know what, let me send you a real simple piece of paper or even better, are you in front of your computer? Perfect! Pop over to my website Doitmarketing.com ... Pop over to Why Choose Us. It's a big menu choice on the home page.

Why choose us... You need it when... You get... So that."

Bam, right in their face! Right when you're on the phone if you want to use it that way. Or, you can put it in an email or you can add this to your LinkedIn profile. You can just put this everywhere. It is a magic formula, a magic document.

Jane: Yes, I like that. My experience with these people, the lawyers that I did have, was unfortunately by the time they were talking to me they had already spent their money or used the physicians before they had got to me and that might be pretty common.

David: It might be pretty common. I have an answer for everything by the way in case you haven't noticed yet. I got a million of them.

This is what I call The Backup Quarterback Strategy.

- ◦ ▪ Oh, you've already spent the money
- Oh, you've already using Dr. Smiggity

"I tell you what, let me be your backup quarterback so if something flakes out or the case is thrown out or whatever it is if you need me on this one here's my number, here's my cell phone, here's my home phone and here's my email. I'd be happy to be your

back-up quarterback and the next time you have a need like this call me and let's talk and see if we're a fit."

Now just by offering yourself as the backup quarterback they're like, "Oh my gosh, you would do that. You would like cover my bacon here in case things fall through or things blow up? Oh sure, absolutely"

They love The Backup Quarterback Strategy because it's you serving in that trusted advisory role. You're not pitching the business. You're offering to be helpful to them.

Jane: Yes, thank you.

Pat: And sometimes it's very hard to reach physicians too. You may be much more reachable and much more able to respond quickly, Jane.

David: Oh my gosh can you imagine! Can you imagine a doctor saying any of what I just said about "Oh yeah, I'm available. I'll be your backup quarterback. Call me anytime." No way!

Pat, that's a great point. Huge!

Jane: Yes, I think what I'm sensing and Pat would know far better than I would is that it's from their perspective maybe a quality thing where I don't have a lot of situational testimonials and experience to show them. So it's hard to show them something when you don't have anything to show them. You don't want to go in and create a situation where you would almost have to say, "Really the physicians don't understand the medical record the way a nurse does." You don't want to position yourself by putting somebody else down.

David: Exactly right! I totally agree with that of course.

Pat: But you can also, as a legal nurse consultant, Jane, do things that physicians would never want to do like a detailed chronology that pulls together various parts of the chart or summarizes treatments for somebody who's been in a car accident.

In my experience physicians like to go in and out and do a quick report. They don't want to weed through and plod through all of the papers that we love so much.

Jane: Yes, but Pat I'm finding, "No, I'm good. I don't need that report. I don't need something like that." They don't want to pay for it and they don't think they need it.

David: Not unless you want to win. Here's another little nugget that I firmly believe and I think Pat knows this. You have to be your own biggest cheerleader. You have to really in your heart and soul and spirit and every other way believe that you've got the goods and that you're awesome.

Self-esteem is such a powerful marketing tool and I would have no hesitation. If I'm talking to a speaker or a consultant or an author who says, "Oh David, I'd love to hire you but your rates are way too expensive. That's way too much", I'd come right back with "Compared to what?"

- ◦ ▪ Compared to going broke?
- Compared to not having any clients?
- Compared to not having your book and being a New York Times Best Seller?
- Compared to what?

If someone says it's expensive, "Compared to what?" If they say, "We don't need that" you say, "No, not unless you want to win." Again, I

say that not in arrogance, not by being a smart guy and not by making wisecracks. I truly believe that if you want to win more cases, win bigger awards and get faster judgments my stuff is awesome. My stuff is fantastic because you know what, if you don't believe it why in the world should they?

So sometimes selling is just a transference of confidence, that if you're 100% confident that you can help them, that you can help them get to a better result or a better outcome it is your duty, it is your job, it is your responsibility to put that in front of them as clearly, as strongly and as professionally, but as assertively as you possibly can. Because again, a lot of these folks they respect assertiveness. They respect people standing up and treating them like a peer.

"Well, we don't need that." Do you say, "Oh okay, never mind. I'm going to go away"?

Here's the final sound bite on that. We need to give them what they need in a package that they want.

I've now scared everybody off the call.

Pat: I think we have time for one more question David. I kind of assumed this would be an hour call and I want to see if anyone else had anything that they wanted to bring up.

David: Don't be shy. Here's your chance to get that \$64,000 marketing question answered.

Pat: It sounds pretty quiet David.

David: Someone's dogs are going nuts, so thank you.

Attendee: Sorry about that.

David: No problem, I love dogs.

Pat: That was a little bit of canine applause, David.

David: Yes, there you go. Canine applause, I love it.

Pat: All right, well I appreciate everybody's time and David most of all your time sharing your expertise with us and this group. I think it's been very helpful to have some of these key concepts expanded upon. I can't thank you enough for volunteering your time to talk to us.

David: You bet and my pleasure, and so thank you Pat and thank you everybody.

Attendee: Thank you David, it was great.

David: You bet. All right, thanks everyone bye-bye.

Pat: All right bye-bye.

Attendee: Bye.