

5 Surefire Ways to Get Clients



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You've completed an expensive legal nurse consulting training program. You're eager to get clients. How do you get work? These tips apply whether you are fresh out of a program or have been working with attorneys for a while.



1. Ask for referrals

Tell everyone you know, and I mean everyone, that you are in business as a legal nurse consultant. You never know who your friends, neighbors, and acquaintances know. One of my coaching clients in the LNC Academy Inc (www.LNCAcademyinc.com) got two referrals from a trip to see her dentist: one from the receptionist, and another from a man waiting to have his teeth cleaned who overheard the conversation! She happily handed out business cards. Take your business cards everywhere.

People who like, know and trust you are most apt to want to help you by connecting you with a person who may be able to use your services.

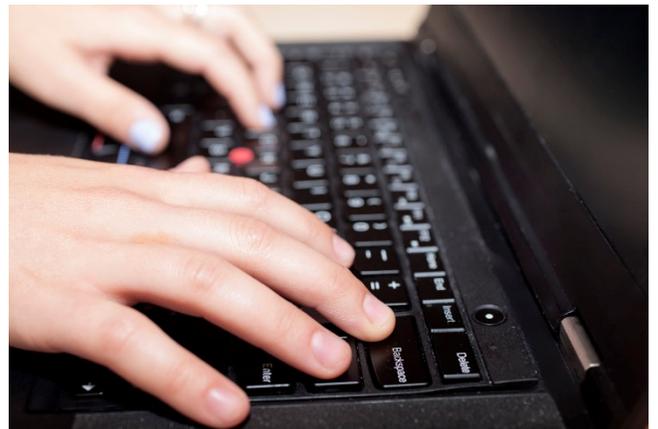
This is a step by step process for obtaining referrals from others:

- Explain what a legal nurse consultant does (many people have never heard the term before) to your contact. Make it simple: "A legal nurse consultant helps attorneys whenever there are cases involving medical issues."
- Define your ideal client. "I work with attorneys who handle personal injury cases, like car crashes, or medical malpractice cases."
- Ask for a referral to an attorney who fits your profile of your ideal client. You may ask your contact to call or email the attorney.
- Here is a sample template for an email, modified from David Newman, author of *Do It Marketing*. (Ask your referral source to copy you on the email.) "I want to introduce you to (your name), a legal nurse consultant who helps attorneys with their medical cases to help them decipher the medical issues. After meeting with (your name), you may discover that using her/his services makes sense and could be of great value to your law practice. I suggested that you would be a great person to meet and might be open to having a phone call to see if this could be a good fit for you. Based on what I know about (your name), this could be well worth your time. Thanks in advance for considering this. You may reach (your name) at (phone and email). I am sharing with (your name) your phone number also. I'll leave it to you two to connect."

- Follow up. Contact the attorney after your referral source has made the introduction. When you call, let the receptionist know you are contacting the attorney at the suggestion of (name of your referral source).
- If the attorney is not available, leave a voice mail message: “Hi, I am (your name), a legal nurse consultant who helps attorneys gain mastery of the medical issues in their cases. (Your referral source’s name) suggested I contact you to see if my services would be a good fit for your needs. I’d love to send you some materials but want to be sure they would be welcome. Please call me back so we can discuss this. The best time to reach me is...My phone number is ...” (Say your phone number slowly and repeat it.)
- If you don’t hear back from the attorney, follow up 2-3 more times, and then move on. You don’t want to be a pest.
- If you do hear from the attorney, discuss the benefits of using your services, and listen for the next step.

2. Have an attractive website

The chances are very high that an attorney is going to look on the internet for your website as a preliminary step in getting to know more about you. The referred attorney may look you up before ever picking up the phone. Not having a website puts you at a huge disadvantage. You are missing out on the opportunity to be contacted by attorneys who are searching for assistance.



The availability of Word Press has changed the game that web designers used to play. They used to have complete control of the process of designing and updating sites, and charged hefty fees for making minor changes. Word Press is a platform that allows you to create and update your website.

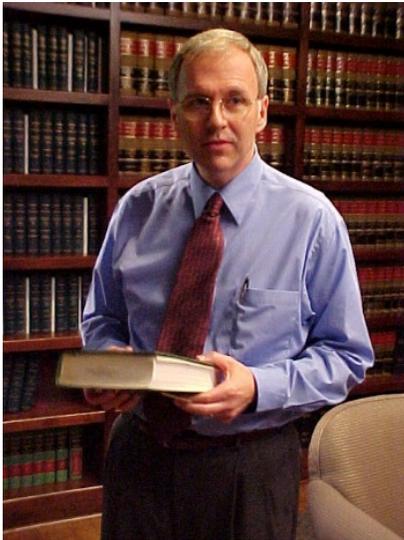
I recommend that you engage a web designer to set up your site and make sure that the components are properly installed. There are a few tricky aspects of setting up a site that are best left to a Word Press expert.

Once your site is established, work with the web designer to create a site that has at a minimum these pages:

- Benefits of working with you
- Services
- About you

- Blog
- Contact form
- Opt in form

Use your site to demonstrate your expertise. Your blog is an ideal place to share your knowledge and provide value to your visitor. An opt in form allows you to collect the name and email of your visitors so you can provide them with something free, and stay in touch with them.



3. Get to know who are the preeminent attorneys in the area in which you are marketing

You can find prominent local attorneys by subscribing to a newspaper geared to attorneys or watching local news. These leads are not available in all areas. Martindale Hubbell offers a free service that allows you to search for specific attorneys or in a specific geographic area. The www.martindale.com website allows you to narrow your search down to a specific type of attorney in a specific city.

For example, let's say you want to locate personal injury attorneys in Milwaukee, WI.

- Click on the tab called "People" in the center of the screen.
- Type in Milwaukee, WI.
- This will give you 5,220 names.
- Click on the side bar option of "personal injury" under the category of "practice area". This narrows the list to 309 names.
- Note that you will see the attorney's name, practice areas, rating (in some cases) and often a website link.
- Martindale sorts the attorneys so that those with prominent ratings appear first:
 - **AV Preeminent**® (4.5-5.0) - AV Preeminent® is a significant rating accomplishment - a testament to the fact that a lawyer's peers rank him or her at the highest level of professional excellence.
 - **BV Distinguished**® (3.0-4.4) - BV Distinguished® is an excellent rating for a lawyer with some experience. A widely respected mark of achievement, it differentiates a lawyer from his or her competition.
 - **Rated** (1.0-2.9) - The Peer Review Rated designation demonstrates that the lawyer has met the very high criteria of General Ethical Standing.
- Get more information about the rating here:

http://www.martindale.com/Products_and_Services/Peer_Review_Ratings.aspx

- Go to the attorney's website address to learn more about the attorney's practice areas. You'll use this knowledge when you contact or meet the attorney.
- Create a list of attorneys you want to meet.

4. **Exhibit at a local trial lawyers' conference**

I built a legal nurse consulting business with sales of 7 figures through exhibiting at attorney conferences/trade shows. You can use this strategy to obtain a stream of new customers, solidify relationships with existing ones, and help you better understand the thinking of attorneys.



You can reach seven times more prospects at a trade show than you can through any other type of marketing, except by making calls at law firms. You'd have to call on a lot of law firms in an extended period of time to equal the number of people that you can meet at one conference.

Both defense and plaintiff attorneys attend conferences. You may encounter both defense and plaintiff attorneys at the same conference.

The Defense Research Institute is the national association for defense attorneys. The American Association for Justice is a national association for plaintiff attorneys. Local bar association meetings which focus on medical topics may be useful for your exhibiting, but annual bar association meetings tend to have too varied of an audience. Any attorney licensed in the state may attend, and many have no involvement with medical cases. Do an internet search to locate other groups of trial attorneys. Determine which organizations welcome exhibitors at their conferences.

Exhibiting space at the larger, more popular conferences is booked months in advance. Look at the association websites for upcoming programs and start making calls to ask about space availability and costs.

Remember those attorneys you looked up on Martindale? Study pictures. While you are exhibiting, watch for these prominent attorneys to come through the exhibit area. Get to know the other exhibitors and ask for an introduction to the people on your list.

5. Do a great job on your cases

The best way to get work is to do a great job for your clients. Attorneys share recommendations of legal nurse consultants. Word spreads quickly.

When you get a case, follow these tips:

- Be sure you are clear on what the attorney is asking you to do, who he represents, and his deadlines.
- Verify you have received all of the pertinent records if you are asked to screen a medical malpractice case for merit or do a chronology. The law firm's paralegals are often very helpful in obtaining medical records.
- Be exquisitely detailed oriented. One small word or abbreviation could be crucial.
- Allow yourself enough time to proofread and edit your report.
- If the attorney asks you to locate an expert witness, have a clear understand of the potential defendant so you locate a person whose background matches that of the defendant's.
- Clarify deadlines and what the expert specifically needs to complete by the deadline, such as a certificate of merit, verbal opinion or written report.
- Ask the attorney for feedback on how you did. Always seek to improve.
- When your client knows, likes and trusts you, ask for a referral to a few colleagues who might be able to benefit from your services.



Laser coaching call

Get individual attention with a 30 minute laser coaching call with Pat Iyer MSN RN LNCC. Take advantage of one of Pat's limited number of time slots to get specific answers to your questions. Secure your spot here: <http://lncacademyinc.com/contact-pat-iyer/>

Patricia Iyer MSN RN LNCC is CEO of the LNC Academy Inc. She works with legal nurse consultants who want to fast track their business success. Get the details at www.LNCAcademyinc.com

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