



How to Start a Legal Nurse Consulting Business: Book 1 in the "Creating a Successful LNC Practice" Series (Volume 1)

Patricia W Iyer

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Do you want to grow your legal nurse consulting business? Develop a group of raving fans who will recommend you to their attorney colleagues? How do you build a strong legal nurse consulting business that will pay your bills and give you security? One of the essential components of creating a strong business is establishing a loyal customer base. This book is directed to legal nurse consultants to help them do just that. The principles here will help you to establish and maintain successful relationships with attorneys to build a solid business. There is an abundance of opportunity for legal nurse consultants. I will show how you to tap into it. Running a business is a challenge for most legal nurse consultants. Self-doubt and lack of confidence holds LNCs back from taking the risks associated with starting a business. The new business owner wonders: what if I fail? Conquering your mindset is a necessary step in getting a business started. Developing a polished professional appearance is also essential. Understanding the fears of attorneys will help you determine the needs of the ideal client. Discover how motivation affects your ability to reach ideal clients. Some legal nurse consultants may have to contact many potential customers to land a case. In this book you'll learn about cold calls, warm calls and hot leads. Use your networks to get referrals to attorneys, using a structured script that works. I will teach you exactly where to find attorneys and how to ask for referrals to your ideal client. But the book goes beyond outbound marketing -reaching out to attorneys- and also focuses on inbound marketing – attracting attorneys so they find you. It is natural for an attorney to check out your website before speaking to you about your services. What will the attorney find? Do you have a site? Is it professional in appearance and well optimized for search engine optimization? Are you blogging about topics of interest to an attorney? Are you building a list of prospects by offering them an enticing special report on your website? I will show you how you can develop these tools to build a list of attorneys to stay connected with. In this book I share specific strategies to overcome the overwhelmed feeling and how to learn when to say yes or no to opportunities or specific client requests. You'll recognize three roles people play to manipulate people, particularly inexperienced legal nurse consultants. And you'll discover how to remove yourself from the game. Goals strengthen any business development plan. Specific goal setting techniques will give you a sense of progress and a reason to celebrate. I will show you how to set SMART goals to which you can hold yourself accountable and track your results. Get concrete information about having a sound operating plan and mastery over your finances. This book shares tips on how to organize your finances, track income and expenses using calendars, budgets, logs and accounting software. Well-established and respected legal nurse consultants may find they have more work than they can handle. Would you like to be in that situation? This book is geared to the legal nurse consultant who is searching for tips to jumpstart a consulting business. My nursing education taught me how to take care of patients but not how to run a successful business. In this book, I will share with you many lessons learned from running a successful LNC business for 25 years. The principles and tips in this book will help you gain success in your legal nurse consulting practice. Chapters: 1. Checking Your Mindset 2. Avoiding Business Struggles 3. Developing Your Business 4. Getting Your First Case 5. Creating Your Professional Image 6. Attracting Your Prospects 7. Reaching Out to Attorneys 8. Asking for Referrals 9. Managing Your Business 10. Organizing Your Finances

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