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Leveraging LinkedIn for LNCs Karen Yankovich

Pat: Hi, this is Pat Iyer with Legal Nurse Podcast, and today I have brought to you a guest who has expertise in an area that's important when you're building your business, and that is LinkedIn.

Karen Yankovich is the CEO of Uplevel Media, which is a LinkedIn marketing firm delivering profitable, cutting edge digital strategies. She also hosts a popular podcast called "Good Girls Get Rich." We are all for that, Karen. She's an internationally recognized LinkedIn expert and a consultant who is a genius at helping businesses use LinkedIn profitably.

Karen, welcome to the show.

Karen: I'm so happy to be here, Pat, and thanks for having me. It's always fun to have a chance to talk to you.

Pat: Karen's show, the first one that she did on LinkedIn, was one of our most popular shows of all time, and I wanted to bring her back for an update. Karen and I met at a mid-Atlantic podcast conference. I guess it was last year, Karen, or the year before.

Karen: I might have even been two years ago, yeah.

Pat: She has continued to delve into and get deeper and deeper knowledge about LinkedIn. What has changed in LinkedIn since the last time that we did our interview?

Karen: A lot has changed at LinkedIn, but also, I think surrounding LinkedIn, and let me just tell you what I mean by that. I think as experts in our world—and I think you and your listeners are all experts at what they do—it's our job to create visibility so people know to call us when they have a need that we can fulfill and have us stand out from the crowd. But it's getting so noisy. Like it's always been noisy, but it's just getting noisier.

Twitter's noisy, Instagram's noisy, Facebook's noisy. I use all those platforms, but at the end of the day there's a little bit of relief coming over to LinkedIn because it's less noise and more money. I think that one of the things that LinkedIn has done well in the past few years is really double down on their ability to create relationships with the people who are their members.

I don't know if this has just happened in the last couple of months. It used to be when you were creating your profile, the section where you told everybody about you was your summary. You know what a book summary is. It's a shortened version of the real book, but they changed it to "About." What that does is it's a tiny little word shift, but it's a big mindset shift. I think it's a big psychological shift because they know that people come to LinkedIn to meet other people, to build relationships. I want to know about you when I am building a relationship with you.

They just recently changed their messaging tab to "Chat." When you go to LinkedIn, you don't think you're chatting. Most people don't go to LinkedIn and think, "I'm going to chat with Pat", but the bottom line is you can.

LinkedIn has the ability just like Facebook does to let you know if people are online with a little green dot next to their name, and you can take advantage of that, especially if it's somebody who is valuable to your work and could be influential to you and your business. They don't have to know that your intention is to chat them, but you know that since they have that little green dot that they're sitting there when you send your message, and you're more likely to get a quick response from them.

So, what LinkedIn has done really well in the past few years is double down on, "We're here to help you build relationships and get to know people that you couldn't have dreamed of having the ability to know 10 years ago."

Pat: It's interesting how it has helped me in this podcast because I get invitation connection requests all the time. Now I'm looking at those individuals asking, "Is this a person who could bring value to my audience?" I've got a guy this afternoon whom I'm doing a podcast with whom I found on LinkedIn, and he was thrilled to be invited to

the show. So, yes, it connects us in a way that is more meaningful than the list of men who come and invite me to be friends on Facebook, for example. If I don't know them, it's delete, delete, delete, delete.

Karen: Yeah, but here's the thing that I want to just point out about what you said, Pat. I love that you're doing that, and I think that that's one of the biggest values on LinkedIn. You wouldn't have known the value of this gentleman who you're speaking with this afternoon if he hadn't done his job in creating a profile that lets you know about him.

It's our job as marketers. If we want to get that visibility, if we want to build those profitable relationships, it's our job as marketers or as business professionals to take time to create a profile that really positions us as if we're peers with the most influential people in our industry. If we're not doing that, we're missing out on those opportunities. You're leaving money on the table, and I can't stress enough the importance of your profile. The work is done up front, so there is time that you must set aside up front. But once it's done, it's just a matter of tweaking it as things change and evolve in your business and in your life.

Pat: I had a business coach for a couple of years who encouraged us to go in twice a year and look at all of our social media profiles to see what needs to be changed, updated, what links are no longer valid, what websites have we added. Put it on your calendar, and just get it done.

Karen: I completely agree. And you know, you don't even have to do that yourself. You could probably bring somebody in from Upwork or Fiverr and say, "Just go to all my social media profiles and click every link and read everything and go to every URL I send people to and make sure that they still work and they're still valuable." And at that point then you could go in and look at it from a perspective because we do put a lot of stuff out there that we don't look at again.

I can't even tell you every single time I do a LinkedIn training where I've got my profile up, I'm like "I think I need to change that," because things change and evolve in my business and in my life all the time. I do a lot of speaking and I know you do, too. I have a couple of speaker agents. One of them reached out to me and she said, "Why

don't you have a skill listed on LinkedIn that says keynote speaker?"
"I don't?" "You don't." I said, "Okay, let me change that."

But then I had to go in because now it had no endorsements next to it. I had to go in and ask people, "Can you start endorsing me for this so that it shows up as influential as some of the other things that I've got a lot of endorsements on?" So, we don't see what we don't see if we don't take the time to be looking for it, if that makes sense.

Pat: Yes, you're right. Give us some tips on crafting our profiles so that we are attracting the people to us who we're interested in meeting.

Karen: The first thing I would say before you even go to put pen to paper, or fingers on the keyboard, I think there's two things that you really need to do, and one is really determine who it is you're looking to attract.

"Are you looking to attract a client?"

"Are you looking to attract media?"

Something overlooked by so many people is: "Who are the media that write about the kinds of things that you're an expert in and have you built relationships with them?"

You're not pitching them. You're not doing anything other than saying, "Hey, I love this article that you wrote. I'd love to be connected to you because I'm in that same world." Do some homework. Think about who those people are. And that could change. It could be that for a month of the year that there's a hot topic around this in your industry. For a couple months maybe you're going to focus your profile and speaking to an audience. A couple months later, maybe you're going to shift it because you know conference season is in six months and now is the time to be getting those speaking engagements, so maybe you'll shift to speak to that person.

But it's important to understand that people aren't really reading your LinkedIn profile. They are reading your LinkedIn profile to find out about you, but they're more interested in what you can do for them. You need to be sure that you're speaking to the people who you want to attract, and the first thing that must happen is you usually know who they are. You need to spend some time thinking about who your

ideal person is that you're looking to attract and build a relationship with on LinkedIn.

The second thing is to think about what they are searching for that you want to come up as the search result. Those are your keywords. Like on your website, that's your SEO. It's different on LinkedIn than on your website. Like I have a client who has a healthcare supplement company. On Google, people are searching for the supplements. So, the name of the type of supplement is a big keyword for him, but on LinkedIn, people aren't necessarily looking for supplements.

However, maybe, they're looking for supplements that they can stock in their health food store. They're searching for something a little bit different on LinkedIn, and if you want them to find you and your profile, you've got to think about what those words are. Those are your keywords.

You can literally find out what keywords LinkedIn is using to bring up your profile in your dash. On your profile on LinkedIn there's a dashboard. Everybody has this no matter whether you have a paid or free version. And one of the options on your dashboard is how many times your profile has been viewed in the past week. If you click on that number, it will bring up some more statistics for you. And one of those statistics will be the keywords LinkedIn used to bring people to your profile this week.

Now I will caution you by saying if you're not all that active on LinkedIn, you may have no results there. But the more active you are, and you will be after you listen to this, the more likely you'll have things coming up. But you can see what you're doing. If it's not what you want, it's not LinkedIn's fault. LinkedIn's not broken. If you're coming up for dog walker, it means that you must take the opportunity to do a better job of feeding LinkedIn, but first you must know what those words are.

Those are the things that must happen before you even take a stab at your profile. Then at that point, you can go in and you can start crafting a headline, again, using those keywords that speak to your ideal client. An example that I use that you know probably doesn't fit your audience, but you guys who are listening can apply it to you.

You can be a financial planner, that's amazing, but there are a million of you on LinkedIn. But if you say, "I'm a financial planner and I help women over 50 create enough wealth to retire at 60," now you're speaking to me, right, and that's why it's important you know who that person is. Because that's what makes you stand out from all the other people that do what you do, not by just continuing to push out your skills and your amazingness. You speak to them and solve their problems and address their concerns and poke at their pain points.

Then you can resolve these things. Create a headline from that perspective, create an "About" section from that perspective and then use every single character in those two sections that are available to you because, again, you're thinking about keywords. Why not feed LinkedIn and Google everywhere you can?

Those are the first couple of things I would be doing. I know that's a big ask. It's a lot easier to say, "Let me just copy my resume over, but if you want the business, and you can get the business, those are the things you have to do. Here's the thing, I teach LinkedIn marketing. LinkedIn marketing, LinkedIn keynote speaker, all those things are great keywords for me. But everybody else who teaches LinkedIn knows how to do this.

This is a lot harder for me than it is for you because most of the people in your industry do not know how to do this. If you are doing it, you're going to come up in those searches, and that's where you're going to get the business, and that's attraction marketing. That's inbound marketing. That's how LinkedIn stands out from all these other platforms. That gives you the opportunity to now start to build relationships with these people.

Pat: I think what I see most commonly in the profiles of legal nurse consultants is that they list their services, which are probably identical to many other legal nurse consultants who are listing their services. But the piece that they seem to miss is what you're talking about: What are the pain points of the attorney, what are the problems the attorney's trying to solve, faced with a pile of medical records or needing a well-qualified expert or trying to figure out what are the injuries this person sustained. And the attorney doesn't have time to wade through all that medical data to come up with the answers.

Those are the things, if I'm understanding what you're saying, that we should be emphasizing in our profiles.

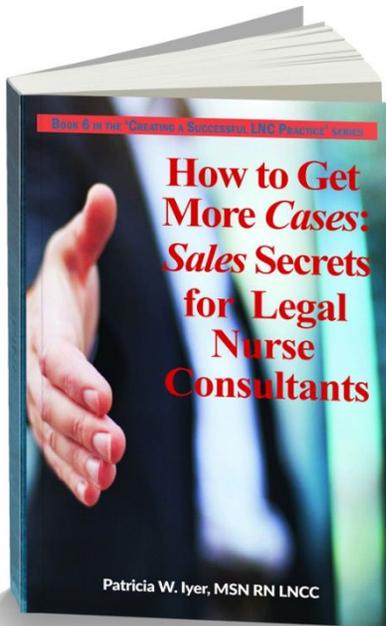
Karen: Yes, absolutely. Because that's what's going to make you stand out from everyone else. Even if a legal nurse, however you would describe yourself, brings up a hundred people, you can stand out. And remember it's in your headline, so think about what a LinkedIn search looks like. You want to hook them in your headline. If your headline just says CEO, they're going to skip over you. But if you say, "I got your back" or however you can describe that, now they're going to go, "Thank goodness this is exactly who I was going to be looking for."

I liken it to years and years and years ago, I had a small agency. We were hiring a new customer service person, and we had 10 employees. Our customer service person did everything, so we had a long, long list of people, a long, long lists of things we needed them to do. And we were using monster.com or something like that to get resumes.

One man's subject line in his resume was only "Frozen." I was like, what the heck does that even mean? But it made me look at it and he said, "I can't actually walk on water unless it's frozen. " So, this hooked me. That's what you want to think about. That attorney who is looking for you is searching for this. What's going to make him stop at your headline and say, "What? What does she mean by that?" or "What? I need to learn more about that."

Think about this too. Just one more thing, and I'm going to harp on keywords a little bit here, but a lot of times we spend money on advertising. Maybe you've done some Facebook ads or some LinkedIn ads or whatever you've done. You go to an event and you pay to sponsor events because you want to get your name in front of people you hope are interested in what you're doing.

We all do that. I do that, but when you put time and money and effort into your keywords, you're putting your content in front of people you know are interested in what you're doing because they're searching for it. Why are we spending all this money on advertising and sponsoring and all these other things and no money on the keyword piece? Because now we're putting our content in front of people who we know want us because they're searching for us, not we hope are interested. We're putting our name in front of them.



Marketing brings the attorney to your door. Sales enables you to bring the case through your door. Your ability as a legal nurse consultant to fine tune your sales approach makes the difference between success and failure.

In my book, **How to Get More Cases: Sales Secrets for Legal Nurse Consultants**, you'll get concrete tips for how to successfully sell to attorneys. You'll also discover secrets of warming up cold prospects.

Use the tips in the chapter on successful sales presentations to get ready for and ace a meeting with an attorney who is considering hiring you to work on a case. And I share critical tips for closing the sale and getting the case.

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Pat: Let's flip it. Let's say the legal nurse consultant is now on LinkedIn looking for attorneys to approach who have the type of practice that warrants the use of a legal nurse consultant. Do you have any thoughts on whether we should be approaching prospects and if so, what should we be saying?

Karen: Here's what I would say. I am a huge proponent of LinkedIn Sales Navigator. It's \$70 a month, but if you have a business that doesn't support a \$70 a month investment in getting you to the exact right

people and getting you on the phone with the exact right people, then you probably need to do some work shifting around your prices and your services and your packages. That \$70 a month I spend is the best \$70 a month I spend in my business because it allows me to micro-target. And micro-targeting is a word you're going to hear me say a lot if we extend this relationship, if we follow each other beyond this.

I do not want you to find a list of 500 attorneys and reach out to all of them. I want you to dive deep. If your expertise is around a specific type of whatever, a specific medical condition, then find the attorneys who work on that specific medical condition. The Sales Navigator gives you the ability to not only do that, search by keyword, search by the kinds of things that they're doing. It also allows you to narrow that search down by people who are active on LinkedIn. Attorneys are not always all that active on LinkedIn, but I don't worry about the ones who are not active on LinkedIn. I just want to find the ones who are, and I know there are plenty who are by using a tool like Sales Navigator. You can do this with the free version, but you don't have those two big benefits that I just gave you.

You can really dive deep in the searches and use geography. You can dive deeper in geography with Sales Navigator than you can with the free version. I live kind of smack between New York and Philadelphia, which means I can either use New York, the Greater New York area or Greater Philadelphia area on the free version as opposed to within a certain number of miles of a zip code with the paid version.

So, now I can target. I can target by geography, I can target by keywords, I can target by title. I can narrow it down by people active on LinkedIn. And now I have a nice juicy search. I can save that search. I still don't want you to connect with a hundred of these people, though. I want you to have a process in place that you reach out to five to 10 of these people every week maximum because I want you on the phone with them eventually.

I don't want you to just have a big network of these people. I want you to have a plan to get on the phone with them. The initial connection request might legitimately be, "Hey Joe, I just came across your profile here on LinkedIn." He doesn't have to know because I just did an incredible search that he popped up. I just came across his profile

here on LinkedIn. Again, you're doing five or 10 of these a week, a week. This does not take a lot of your time. You can say, "I just saw your name in this case or published in this article or whatever." Even better because now he knows you're not spamming, and we all know what's happening with LinkedIn these days and spam.

So, anything you could do to make that seem really personalized, you might even want to say, "I see we're both members of the Princeton Regional Chamber of Commerce, " or "I see that we're both New Jersey residents who go to Florida in the winters." Say something to let him know you're looking to build a relationship. It is a much shorter path to getting them on the phone because it's not like you're sending them BS. "I have this article that you might be interested in." You're talking to them as if you would be talking to somebody you met at a conference or whatever. That's what I want you to do.

And so, absolutely reach out to them, but also don't we started this as centers of influence. Who else do these people have in their network? How amazing would it be if you were building relationships on LinkedIn with people who could say, " I want to refer you to this guy because I know he's looking for somebody to just like you."

Also build relationships on LinkedIn with people who also have an audience of people that might be doing what you do. Maybe it's other legal nurses, and maybe you each have your own specialty, and you can refer business back and forth to each other because you just don't really cover the kinds of special things that they cover and vice versa. Those are people you want to be building relationships with.

And going back to the media, I mentioned I live in New Jersey. I go to NJbiz.com routinely. I throw the word LinkedIn in a search bar to see who's writing about LinkedIn, okay, and I want to make sure I'm connected to every single one of those journalists, and, by the way, they're looking for us. They need us more than we need them. But here's the thing, when you do approach these attorneys, and you've got "as seen on NBC News, " or "seen in this magazine" it is easier than you can imagine to do these things, you will stand out again from all of the other people who do what you do.

It makes that initial connection request have a higher percentage of success because you've done the work to create a brand for yourself

that stands out from everyone else. And again, I want you to do this on a very micro level, five to 10 people a week maximum, because the next thing I want you to do is actually message them and say, "Hey, thanks so, much for the connection. I see that you live in Red Bank. I just had dinner there last week, and I had the best steak I've ever had at, blah, blah, blah restaurant." It's just like you met them at a networking event or at a conference or whatever. I want you to be building actual relationships. This is where you're going to get fast results for business, not by spamming a hundred people at a time.

Pat: And what has this technique done for your business, Karen?

Karen: Honestly, it has exploded it. It's allowed me to really build a solid base of income that allows me to do the other things I want to be able to do. For example, when we first get started in business, a lot of times we're doing all the things, like your podcast and my podcast, for example. There are a lot of things. By being able to connect with people on LinkedIn and have a repeatable process to bring in a high-ticket business, I now know that my business has an income base that allows me to pay an assistant to support my podcast that gets my message in front of more people.

It allows me to create products and services for free that I can share with my audience that allows them to get in a funnel that takes them into some more leveraged things. But I would imagine as a legal nurse you've got a limited number of people you can be working on in a month. So, let's make sure you're creating a brand that allows you to price yourself high enough and packages that allow you to price yourself so that you can do that an amazing job for fewer people at a price point that makes that make sense.

And by niching down and using LinkedIn to really create this brand that makes me stand out from everyone else, that's what's changed my business. And honestly, I'm still niching down, and I struggle with it a little too because there's a little bit of, "You have to be brave sometimes," because you feel a little bit like you're giving up some of this business.

If you say, "I'm a legal nurse and I only work (and I really don't know a lot about legal nurses) but I only work in the diabetes world," you might think, "But oh my gosh, if there's an accident. I might be

throwing money out the window." However, what's going to happen is for every one client you lose, five people are going to know, "Wait, send that business to Diane because Diane specializes in diabetes."

That also allows you to step into that role as a higher-level expert at a higher-level price point. Now you can take the time and not to just overprice yourself, but because you're taking on maybe half the number of clients at double the amount. At the investment level, you're still coming out with the same amount of money, but you have so much more time to research and get to be an even better expert at that, right.

So, you're creating the value around that to support the additional price point, and you're not spinning your wheels as much. By creating that process that I described to you guys, the profile and the micro-targeting and really connecting with people that make me like completely shocked that I have this person on my calendar, like I can't believe I get the chance to talk to this person. It allows me to become a better expert and better at what I do and niche down even further.

Pat: As you were talking about raising your fees and then earning the same amount. I was thinking about a pharmacy expert who used to be one of my subcontractors who went from \$300 an hour to \$600 an hour. Then he said, "Pat, I have half the work, but I'm making the same amount of money."

Karen: Exactly. That's exactly right. I spoke at an event last night for the International Association of Women and there was a woman who came up to me afterwards and she's like, "My problem is I'm aged out of my industry." And I immediately felt my back go up with that and said, "I don't really believe that's true", but she's like, "You know what, I'm in the fashion industry." I'm like, all right, maybe it is truer in the fashion industry. And she goes, "The other challenge I have is I'm a unicorn." Well, what does that mean?

She says, "There's this much business for me." I said, "Well, tell me what that means" and she goes, "My expertise is in lingerie, specifically bras for full-figured women." And she looked at that as if it was a negative. I was like, "You have no idea." I want to work with her because I think she can position herself by saying, "Listen, I know I'm not 25 anymore, but nobody does this better than me. If you have

a lingerie line and you know you're not serving that population, you need me because nobody else does this the way I do it."

What she saw as a negative, she came to me saying, "I feel like I need to broaden." I was like, "Oh my gosh, no. I feel like you need to just own that and step into that and create that as you are the unicorn that only does this with a few people at a time. Therefore, you can double your prices, you know."

Taking that same concept into your business and then using LinkedIn to step into that, that is really what the description of my podcast, "Good Girls Get Rich," is all about. Do what you're good at, stay with what you're good at, build an abundant business and a life around that and everything changes for your business. This is the process I used to do it. It's the process I teach my clients and it can work for you as well.

Pat: What went through my mind when you gave us that great example, Karen, is that as a culture in the United States, we're not getting skinnier. There will be more and more full-figured women, especially in certain parts of our country that are really struggling with many people being overweight. If you said she was working with people who are anorexic, that might be a whole different population.

Karen: Right, exactly. But honestly it almost doesn't matter because I loved that she knew that was her sweet spot. Instead of feeling like she needed to broaden it, I was like, you need to just own it. I think that's where we create more value around our businesses.

Your client that you mentioned who has half the amount of business for the same amount of money, now has a lot of extra time to be even better at what he does. Instead of saying, "I just need enough time to do it. I know I should have done more research, but I just didn't have time." Now you have the time and you can expand your level of expertise, which is win, win, win, win, win, win.

Pat: Right. He spends his time exactly what you're doing. He edits his textbook, which is now, I think, going into the fifth edition and is working with his son to bring him into the business and groom him to be an expert witness as the dad begins to want to spend less time in

the courtroom. He's changing the dynamics of his business based on his pricing model.

Karen: Awesome.

Pat: Do you have a last tip or two for us before we wind up the show?

Karen: I think that we've covered a lot, and I think that if I had to give you a couple tips, it would be to, to really rethink what the traditional thoughts are around LinkedIn and understand that it is a tool that can change everything in your business. Take some time after you've finished listening to this show and think about five people who if you could build a relationship with them would make all the change in the world to your business and use LinkedIn and see if you can connect with them. See if you can get on the phone with them.

They might be journalists. I assure you; they are looking for you, but you must look worthy of their time, right. Take the time to create a great profile and then think bigger, think bigger, and believe that you can be peers with these people, and it will start to happen. I don't say that lightly. I've seen it happen every single day, so, think bigger.

Pat: What can you offer to our listeners who are interested in going deeper into LinkedIn?

Karen: I have a Facebook group that is always available. Go to [Karen Yankovich.com/Facebook](https://www.facebook.com/KarenYankovich.com) group. It is a LinkedIn tips Facebook group mainly because I can't get the same amount of engagement on LinkedIn that I can still get on Facebook, but I'm there every single day. My team is there every single day. I would love for you to join me there, put your profiles in. I'm happy to give you a quick little review, but also, we are revamping a challenge we did a few years ago. We're doing a free LinkedIn profile challenge the end of October 2019. So, if you're watching this after that you can also get on the wait list with the links. But if you go to [LinkedInprofilechallenge.com](https://www.linkedinprofilechallenge.com) we're going to spend a week with you helping you craft your profile.

And this challenge is like nothing we've ever done before. It's like nothing I've ever seen before, frankly. Because not only are you going to get the tactical pieces to creating your profile, you're going to get a little bit of the mindset pieces that we talked about here today.

Looking back at your business, let's pretend it's the fall of 2020 and you had the most amazing year of your career.

- What were you doing?
- How were you doing it?
- Who were you doing it with and for?

Then come back to your LinkedIn profile and infuse that energy into it. We're doing more than tactics. We're doing a lot of mindset in this challenge and I can't wait to share it with you. I'd love for you to join me with that. It's [LinkedInprofilechallenge.com](https://www.linkedin.com/company/linkedinprofilechallenge). Not only join it yourself but share it with your friends and your family. We haven't done it in a few years, so if you go there and there's a waitlist you'll see when the next challenge that we're going to be running is. It is not going to be open all the time because we're doing it live. So, I'm there live, my team is there live, and I'd love for you guys to join me in that.

Pat: Thank you so much, Karen, for spending the time sharing your expertise. I think people listening to this will be energized to open LinkedIn, look at their profile and say,

- "Am I really sharing my expertise?"
- Am I really addressing the pain points of the people who I want to connect with?
- Am I making connection requests strategically?"

And then also, personalizing those invitation connection requests, which we didn't touch on today. But you have a choice of either clicking to connect or sending an individualized message. I'm sure you're advocating sending the individualized message.

Karen: Especially if you're micro targeting, absolutely. You want to let people know why you think they're so amazing that you want them to be in your world.

Pat: Excellent. Thank you for joining us, Karen, and thank you to you, the legal nurse consultant listening to this program. I applaud you for paying attention to LinkedIn. It's one of the most important methods of marketing that I've experienced in my own business, and it is a tool that's specifically designed for business owners. Thank you for spending your precious time being part of the show, listening, and be

sure to tell other legal nurse consultants about Legal Nurse Podcast, which you can access by going to podcast.legalnursebusiness.com.

There are lots of other strategies in my book, *How to Get More Cases: Sales Secrets for LNCs*. Marketing helps attorneys find you and sales helps you get the cases. Order it at <http://LNC.tips/creatingseries> and use the code listened to get a 25% discount.

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