



### Top Tips for a Successful Legal Nurse Consulting Business

Legal nurse consultants ask me about what I did to create such a successful independent legal nurse consulting practice. You may not know that the last 5 years I ran my LNC business I had sales of over a million dollars a year. Only about 5% of all small businesses break the million-dollar mark, and only a tiny fraction of LNCs achieve million-dollar sales.

I'm Pat Iyer, your Legal Nurse Podcast Hostess and the narrator of *Iyer's Insights*, one of the twice weekly Legal Nurse Podcast shows.

I followed some principles that foster success.

#### **#1 – Do Not Allow Others to Dictate the Terms of Your Business to You**

In many cases, LNCs simply do not realize how much control they have over their own business.

If you want to be successful, then you need to be in the habit of taking control and not allowing others to dictate the terms of your business to you. I advocate listening to your clients, but not allowing the disgruntled ones to dictate business practices that would subvert your business. You are in control of your rates, when you require retainers, and when you need to be paid.

Sometimes attorneys will openly reveal their intentions. For example, when I supplied expert witnesses who worked under contract for me, one of my clients wanted to know how much I paid her. When I asked him why, he said, "So I can pay her directly and not have to go through you." I politely told him what I paid her was not his business.

Attorneys are very persuasive. Stand up for yourself.

#### **#2 – Accept Responsibility for The Outcomes of Your Work (Good or Bad)**

One important part of success is responsibility. I recommend you ask your clients for feedback on how satisfied they are and work towards continuous improvement.

When you accept responsibility for your actions, you move forward to feel empowered to make changes if the feedback warrants making changes.

Those LNCs who cannot accept responsibility or are defensive and unwilling to listen will never fully understand why their businesses languish.

### **#3 – Monitor the Path of Your Life**

Take some time to evaluate your life. Consider where you have come from and where you are likely to end up. Decide whether you want to deviate from this path to achieve a better outcome. And then implement this plan. I recommend doing this for both your personal life and your business. **Now is a good time to take stock.**

### **#4 – Make an Effort to Strengthen Your Resolve**

The strength of your resolve will determine whether you break down at the sight of a challenge, or whether you dare the challenge to cross your path. **You will encounter many success-driven attorneys who pose challenges. They will strengthen your resolve and at the same test your commitment to them.**

Learn from each challenge. In some cases, what you will understand why you need to avoid working with certain attorneys. Remember, it is your choice as to who you service. In other cases, you will learn how you need to modify your business practices.

### **#5 – Dispose of Bad Habits in Your Personal Relationships**

We all have bad habits in our personal relationships. Perhaps we don't listen very well. Or maybe we are very quick to judge. (Legal nurse consulting trains you to be very judgmental.) Don't let these bad habits set the tone for every relationship you have. Instead, extinguish these habits and improve your relationships.

### **#6 – Break Out of Your Comfort Zone and Try New Things**

Trying new things keeps you thinking and helps you to problem solve. So, make an effort to step out of your comfort zone, experience the world, and learn more.

I recommend continually learning new tips and techniques. Read business books. Listen to podcasts such as Legal Nurse Podcast. Stretch your mind.

### **#7 – Try to Do Good Things Each Day**

Each day try to do something good for other people. It is easy to allow yourself to get isolated, particularly if you work full time out of your LNC office or home. Leave others better off because of you. Contribute to a charity. Help your spouse with something he or she is dreading.

Doing good things for others should be easy for us as nurses. We have been trained to help others. Whatever you do, try to do something that not only helps someone else, but makes you feel better, too.

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### **#8 – Strive for Transparency in Your Relationships with Clients**

Don't hide information. This is a sure recipe for the attorney developing mistrust. Don't tell the attorney only what he or she wants to hear. Be sure the client knows about the weak parts of a claim. And, most of all, be honest and forthcoming in all your activities.

### **#9 – Find Ways to Put Yourself at Peace with the World and Your Life**

Finally, one of the most important things that successful people do is make sure they are at peace with the world and their own life. Give yourself time off to relax, read a book, watch a movie, or go for a walk.

Forgive yourself for the mistakes you have made. Let go of guilt and recognize that time travels only one way. You cannot do anything about the past except learn from it.

Running a successful independent legal nurse consulting practice is a challenge. I work with LNCs who are committed to building their businesses. Let's talk to see if this is the right step for you.

## **Here's what a coaching program can give you**

### **1. Fresh perspective**

An LNC coach gives you a fresh perspective. I have an objective view. You only see things from within. I see things from without your blinders. I also know how other LNCs have tackled the same issues as well as how I succeeded with the same challenges.

### **2. A hand between your shoulder blades**

There are going to be tough times and that's when you get pushed. That's when your LNC coach says, "Here's how to do it." I remember how anxious I was the first time I had to tackle doing a budget. My coach made it easy and led me through the steps.

### **3. Accountability**

A coach gives you accountability. You have somebody you have to answer to. And anytime you have somebody who you respect, you're going to get more work done -- plain and simple -- just because you don't want to let them down. If I had my way, I would not have prepared a budget.

### **4. Breaking habits**

An LNC coach also gives you a chance to break habits because she challenges your habits. I ask, "Why do you do things this way?" You say, "I don't know. I just do them that way." "Let's try it this way instead." And I help you recognize unproductive habits.

### **5. Insight**

A coach also gives you insight you can't get anywhere else. We have specific issues working within the LNC field. I give you advice to deal with situations, which is super valuable.

## **6. A safe person for venting**

A coach lets you vent your frustration, meaning sometimes all you need to do is complain for a little bit. Then when you're done, you're able to go back out there and get on with it. But if you don't have anybody to do that to, you don't get that value.

## **7. Safety net**

You get peace of mind that whatever you do, if you go out there and mess up, you can turn to your coach and she'll help you figure out what to do next. That's another value.

There you have it -- what to know before joining a coaching program and hiring an LNC coach.

I coach LNCs through [LNC Academy](http://LNCAcademy). Want to talk to me for free? Set up a call with me, Pat Iyer, at <http://LNC.tips/gethelp>

Before I let you go today, I will share a framework for how to think of your LNC business. These 5 pillars are like a five-legged stool. If you lack any of these five pillars, your business will wobble. This is my model for a successful legal nurse consulting business.

I organize my podcasts, blog posts, courses, free reports, videos and other material into content that covers all 5 areas.

## **Finances**

You need to know what to charge, how to charge, how to collect your money and how to avoid being burned by attorneys. Cash flow is the sound underpinning of your business. It does not matter how much attorneys owe you; it matters how much money is in your bank. The ideal is to get into a situation where attorneys owe you very little money and instead you are using retainers to pay yourself.

Cash flow will make or break your business. Are you paying adequate attention to your finances? Are you charging a fair amount given your location and your skills?

Do you have a sound financial basis for a successful legal nurse consulting business?

## **Marketing**

I divide marketing into two subsets: offline marketing and online marketing. Both are essential. Offline refers to the people to people events, networking, and word of mouth referrals. Online marketing refers to websites, social media and email marketing.

Consider all the demands on your prospect's attention. How do you stand out? Do you stress the benefits of your services, rather than provide the same tired list of services every other LNC enumerates? Do you demonstrate you understand the attorney's world and frustrations?

Do you take advantage of opportunities to ask for referrals, to form relationships with attorneys through social media, and to be findable through a website? Does your website make you stand out? Are your marketing efforts working to build a successful legal nurse consulting business?

## **Expertise**

Learning never stops. You aren't the same person you were a year ago and you will be different a year from now. Keep your eyes open for learning opportunities. How do you demonstrate your expertise? Do you share your knowledge with attorneys in the form of newsletters, ezines, and special reports? These are all ways to pull people to you.

Do you demonstrate expertise in your analysis of cases? Do you draw on others with specific expertise to help you handle a case that is beyond your experience? How do you maintain your expertise? Are you continuing to learn key concepts you need to build a successful legal nurse consulting business?

## **Business Development and Management**

This pillar refers to how you create the structure of your business. Do you have the support you need from an administrative person? Do you need to outsource certain tasks? How are you expanding the services you offer based on what attorneys want from you? How do you respond to concerns of clients? How do you react when an attorney has a complaint about your services? What type of internal investigation do you perform to address the concerns?

## **Client Relationships**

People like people who are personable, relate to them, show interest in them and are flexible when possible. Attorneys respond well to LNCs who are easy to work with, understand them, and are just plain nice people.

How do you maintain relationships with your attorney clients? How do you make them feel special? How do you reward the attorneys who give you a lot of work? Do your clients perceive you as fair? Do you get rid of the undesirable clients?

I recognize that what you just listened to can be overwhelming and stimulate some questions in your mind. My LNC business coaching service is designed to help you answer those questions and establish a firm foundation for moving forward.

Want to talk about what YOU can do to move your business forward? Set up a time to talk to me [at this link: http://LNC.tips/gethelp](http://LNC.tips/gethelp).

Do you have lots of questions about being a legal nurse consultant? Are you wondering how to get clients, grow and manage a business, and dig into medical records? Do you feel a bit lost?

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help you discover ways to strengthen your skills and businesses. Check them out at [legalnursebusiness.com](http://legalnursebusiness.com).

Could you use a monthly boost of knowledge to keep your skills sharp? Are you a lifelong learner who enjoys the chance to keep expanding your knowledge? LNCEU.com gives you two online trainings every month to build your LNC

business. Look at the options at [LNCEU.com](http://LNCEU.com) and start right away in the comfort of your home.

Are you interested in building your LNC business by getting more clients, making more money and avoiding expensive mistakes? The [LNCAcademy.com](http://LNCAcademy.com) is the coaching program I offer to a select number of LNCs. You get my personal attention and mentorship so that you can excel and build a solid foundation for your LNC practice. Get all the details at [LNCAcademy.com](http://LNCAcademy.com).