



LNP 313

Who is Your Ideal Client?

I ask this question about your ideal client because the answer is not the same for every LNC.

When you listen to Kari Williamson speak in Legal Nurse Podcast 312, you'll learn the identity of her ideal client.

As legal nurse consultants we want to attract attorneys who can hire us to work on cases. But your marketing needs to be informed by an understanding of *your* ideal client.

Who is your target market? What is the audience that you're trying to attract? Whenever you create marketing materials, you need to picture your ideal client in as much specificity as possible.

Who is your "Buyer Persona"? This is also called "The Avatar".

This is Pat Iyer with *Iyer's Insights*, one of the twice weekly Legal Nurse Podcast shows.

Can you answer these questions about your ideal client?

- Do you know what job title this person has?
- Are you looking for a partner in a law firm or an associate or a managing partner if you're a legal nurse consultant?
- Are you trying to attract a beginning attorney or a more experienced person?
- Do you know the typical age and sex of your ideal audience?
- Do you want to work primarily with plaintiff attorneys, with defense attorneys, or with both?

The legal nurse consulting firm I sold in January 2015 had this person as my legal nurse consultant's ideal client: *A male age 40-60 who is a partner in a small to mid-size law firm in New Jersey, New York or Pennsylvania.*

You are not your ideal client

This seems obvious but I see a lot of legal nurse consultants get confused on this point. When you're preparing content for your website, for a special report or an opt-in report is that *you* are not your target market. That seems clear because if you're writing for attorneys you know that you are not an attorney and therefore your pitch should be different.

On a more basic level it means that the amount of information that *you* know is more specialized than your prospect. By prospect generically I mean somebody who you're trying to attract, educate or market to.

Your knowledge, for example, of medicine is far more advanced than the attorneys that you're trying to reach, so you have to explain medical terms, spell out abbreviations and define medical concepts in a way that would not be necessary if you were writing for another nurse or another legal nurse consultant.

Sometimes when I read the reports of legal nurse consultants, I realize that they have lost this perspective when they write as if they are writing for another healthcare professional. Even worse, sometimes they write as if they were charting. The sentences are choppy and filled with abbreviations, which the LNC does not explain. But whenever you put together reports or create copy for a website or a report, you always must put language in that is going to resonate with your ideal client.

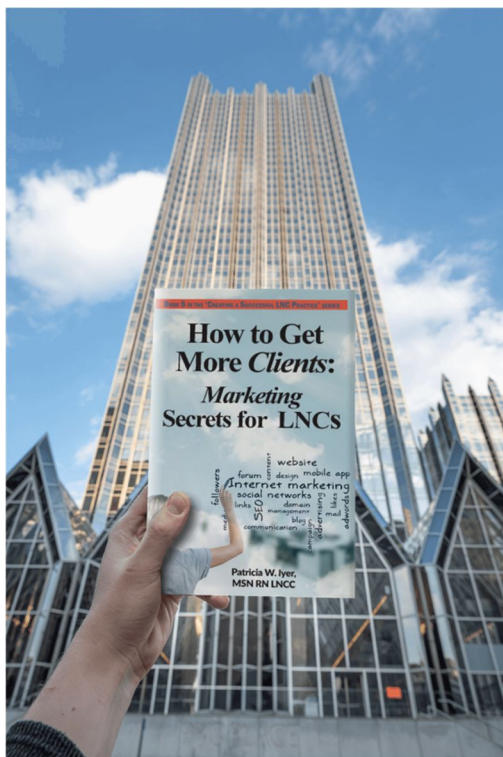
Digging deeper into the needs of your ideal client

When you think about your ideal client it's also important to define these issues:

- What is the pain point? What is the thing about dealing with medical records or medical case which is most difficult for attorneys?
- What are they frustrated about? If you ask them what aspect of working on medical cases is most difficult for them, they will probably give you a list of things.
- What are their fears?
- Are the plaintiff attorneys fearful of taking a case that may not have merit, if they're in the medical malpractice arena?
- Is the defense attorney afraid of being hit with a huge verdict on a case that should've been settled?

- What are the opportunities your “Buyer Persona or “Avatar” has?
- What are the things that they see as chances for them to expand to different practice areas, or opportunities to make certain points in a certain way with a jury for example?
- What are their hopes and dreams?
- Are the plaintiff attorneys looking for that big case that will make them a tidy sum of money and get their client the money that they need in order to be able to manage their long-term medical needs?
- Is the defense attorney concerned with impressing the insurance company and demonstrating his worth by holding the verdicts down or settling cases for as little money as possible?
- What motivates that attorney?

The more clearly you can answer these questions, the more effective you will be in your marketing as a legal nurse consultant. Identifying the legal nurse consultant’s ideal client is the first step in moving ahead with your business.



Do you want to create or improve your LNC website so you can attract the right attorney client for you? This is a topic I covered in my book, **How to Get More Clients: Marketing Secrets**. You don’t have to figure all of this on your own. One of my newest books ramps up your knowledge of marketing with four sections: marketing foundations, marketing online, marketing with stories and marketing with exhibiting.

It is part of my *Creating a Successful LNC Practice Series*. You may order this book at the show notes of Legal Nurse Podcast. You’ll find these at podcast.legalnursebusiness.com. We’ll ship it right to you.

You can get a 25% discount on the book by using the code LISTENED, which tells us you heard this podcast. Let’s continue with the show.

Your Ideal LNC Client’s Hidden Fears

I recently had a conversation with an LNC who asked me, “How do I market to a defense attorney?” If defense attorneys are your target market, the first step is understanding your ideal LNC client’s hidden fears.

One of the most important things to remember as you focus on your marketing is to think about who you want to work with and how you will reach your market. Think about how that defense prospect or client might respond to your message when you craft your marketing messages.

The more you know about the defense attorney, the better. You must understand defense attorneys’ beliefs, fears, insecurities, needs, and desires.

Facts tell and emotions sell

Nido Qubein who is the chairman-emeritus of High Point University in North Carolina and an articulate speaker, reminds us that, “Facts tell, and emotions sell.” It is really through emotions that we can touch our ideal LNC’s client’s fears.

What are the fears of a defense attorney? These could include:

- Displeasing the insurance company that provides work
- Getting hit with a large jury verdict
- Hiring ineffective expert witnesses
- Not seeing the holes in the case

How does a defense attorney define a win? Defense wins are very different from plaintiff wins.

Defense attorneys define wins as

1. Being able to win in court
2. Offering a settlement for as little money as necessary
3. Being able to settle a case quickly rather than expending lots of hours and money on a case that is indefensible

Your Ideal LNC Client’s Wins

Plaintiff attorneys define wins as

1. Avoiding taking a claim that has no chance of success
2. Being able to settle a case for a large enough amount
3. Winning in court

Also consider the relationship between the defense firm and the insurance carrier. Defense attorneys have close relationships with the carriers. The carriers are paying their bills. The carriers want to be sure they are placing their trust and resources in the right hands.

Consider what happened to an attorney I know: He took a very expensive deposition out of state; the expert's bill was enormous. There had been other issues associated with this attorney. The deposition was the last straw. From there, it got ugly.

A decision maker at the insurance firm rented a truck and sent it to the law firm with instructions to remove all the carrier's files from the firm. The carrier got the files back; the attorney lost his job.

Putting this together, your marketing messages to a defense attorney who handles personal injury cases might address this ideal LNC client's fears with this kind of language:

- Are you concerned that your adversary may surprise you with medical facts in the courtroom?
- Do you ever wonder if the plaintiff is trying to claim injuries that are non-existent?
- Do you feel overwhelmed by the sheer volume of medical data that you need to review, digest and summarize?

We can help. We work with defense attorneys to help make sense of the medical facts so you can focus on the legal issues.

Is this making sense to you? One of my new books, **How to Get More Clients: Marketing Secrets for LNCs** has a ton of tips to help you pinpoint your ideal

client's needs and fears. Get a copy at the link for **How to Get More Clients: Marketing Secrets for LNCs** by seeing the show notes on podcast.legalnursebusiness.com. Or if you are listening to our podcast using our new mobile app, called bizedu, you'll see the show notes on your phone.

Get our app at legalnursebusiness.com/bizedu. You'll have access to podcasts, blogs, webinars, courses, videos and more.

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.

Many of us are lifelong learners who enjoy the chance to keep expanding our knowledge. Just like the book of the month clubs, LNCEU.com gives you two online trainings every month. We have a yearly payment plan that saves you over \$50 compared to paying monthly, and each program is hugely discounted. Look at the options at LNCEU.com.

The 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.