



LNP 319

Harnessing the Power of LinkedIn

In Legal Nurse Podcast 318, Petra Fischer spoke about the importance of LinkedIn for legal nurse consultants. In this podcast I share the latest insights about marketing and having an online presence – and then I give you additional tips about LinkedIn so you can take full advantage of its power.

This is Pat Iyer with Iyer's Insights, one of the twice weekly Legal Nurse Podcast shows. You can now listen to our podcast on your mobile phone using our new app, BizEdu. The app consolidates all our legal nurse consulting content in one place: our podcasts, videos, online training, courses, and articles. Get the app at legalnursebusiness.com/bizedu.

On December 5-6, 2018, I was a speaker at a 2-day conference for C-Suite executives and their C-Suite Network Advisors. Here's what I learned that will impact marketing and managing your legal nurse consulting practice today.

Use of stories

You'll see more advertising that tells a story rather than lists the facts about a product or service. People crave stories. Consider how you can tell stories about how you helped attorneys - rather than simply list your services.

Take risks

Innovate. Experiment. Be bold. You can't be risk averse if you want to connect with your audience. You need to take risks in your marketing. When you are clear about what type of attorneys you want to reach your marketing will fall in place.

Collect data about your legal nurse consulting practice

If you don't collect data *about* your legal nurse consulting practice, you could be *out* of business. Some of the parameters you should be tracking:

- Followers on social media

- Top clients
- Revenue per client
- Clients who don't return after one case

Content formats

Use several formats to create content to reach attorneys. Write blogs, create videos, post on social media including LinkedIn. Be authentic and unique. Users expect content to be tailored to their needs. Keep your content updated and fresh.

Websites

Keep your legal nurse consulting website simple. Drill down on a topic and tell a story that your reader likes so much that he tells another person.

Your brand

Attorneys will research you before doing business with you. Make sure your social media profiles (especially on LinkedIn) are sterling. Keep in mind that your website could be the *least* visited place attorneys go to find out more about you.

Attorneys will make judgments about your brand. Twenty percent of their perception of your brand is what you say about yourself. Eighty percent is about their experience with you and how you deliver your services.

Great marketing will fail if you can't deliver quality legal nurse consulting work.

Customer service

In the long run quality is always rewarded. Service your clients and you'll never be penalized.

The digital age has increased your clients' expectations that they will get instantaneous responses and reactions to their requests. Take the friction out of your processes – make your business operations as smooth as possible for your clients.

Think before you email. Ask, “Do I even want to respond electronically or is a dialogue better?”

Survey your customers and look for opportunities in their responses that will give you ideas for getting more of their business.

Support

Your first idea about how to solve a problem in your business is not necessarily your best idea. (And don't make decisions when you are sleep deprived.) Be sure to ACT on your ideas. An idea, however brilliant, without implementation is AIR.

Learn from your mistakes – be receptive and listen. Don't think you know it all. You can't do this business alone. Being in business is a team sport. Ask for help. Set up an appointment with me at <http://LNC.tips/gethelp> to see how we can work together to make this year the best year for you and your legal nurse consulting practice yet.



Now let me drill down a bit more on LinkedIn.

This is Pat Iyer, coming in to share a brand-new resource I put together.

I know many legal nurse consultants are aware of the power of LinkedIn but are not always sure how to get the most from it. When attorneys check you out, are they excited by what they see? Are you taking advantage of the features that put you in the best light?

I put together a guide to help you harness LinkedIn's power so that you can show up in a professional way, reach out to attorneys, and demonstrate your expertise.

My new **LinkedIn Planner for LNCs** is a packed guide that provides you with a 7-step process to start your LinkedIn Profile or get more out of your current profile and take advantage of LinkedIn's opportunities for you to shine.

You'll get step-by-step exercises after each step so you can immediately apply what you learned.

Get the **LinkedIn Planner for LNCs** by clicking on the Learn More button in the show notes for this podcast on podcast.legalnursebusiness.com or by using our new mobile app, Biz.edu, now available at legalnursebusiness.com/bizedu and use the code Listened in the coupon box to get a 25% discount off the price of the planner. Now we'll get back to the show.

As a business professional, making the choice to work with LinkedIn is an important one. While other social media networks such as Twitter and Facebook are primarily geared toward personal use, LinkedIn is the most powerful business social media network available today.

I am assuming you understand the networking power of LinkedIn, and already have a LinkedIn profile. LinkedIn has several unique functions that Twitter, and Facebook can't offer you in terms of making business connections.

LinkedIn is *the* social media network geared intensely toward business relationships and fostering new business opportunities and growth. LinkedIn is created for the sole purpose of facilitating business communications. It's a step in the right direction of using social media for professional purposes.

The more you use LinkedIn, the more you'll find it flexible and accommodating to your needs. You can use your own branding on LinkedIn or set yourself up as a professional for your business. LinkedIn is a great way to meet new colleagues, tell people about what you're doing, form venture partnerships or find new things to add to your blog or website.

If you're going to use any type of social media for your business, LinkedIn is the network to use. There are people on there who are part of your direct audience, and they're on there because they want to share their business credentials and show you how they do business. This is the perfect way to meet new people who you can incorporate into your practice, or who can become new clients.

LinkedIn is specifically designed to connect you with people in a way that won't allow for random connections. You can get a connection with an individual who is a second connection of someone that's in your first level connections group. This individual must be associated with one of your connections, and you can always ask for an introduction.

What is LinkedIn?

LinkedIn is one of the few social media networks out there that is purely professional/business to business. It's powerful and flexible – you can specify your own connections and meet new people who are looking to do business. Because you can tailor your experience, you can rest assured that the folks you'll meet on LinkedIn are specifically looking to make business connections. This can be useful for you for several reasons.

There is a limit on the number of followers outside of anyone's network who can reject a profile before the profile is banned forever on LinkedIn. This provides an efficient way for people to interact with business colleagues, new associates, friends and people they've worked with on LinkedIn without sacrificing the integrity of their profiles.

LinkedIn lets you position yourself as an expert. You have the ability using LinkedIn's resources to

- engage in professional groups and communities,
- answer questions that set you up as an expert, and
- learn more from people who become part of your network and offer much needed business solutions.

The result is a powerful, flexible community of users you won't find elsewhere on the internet. Best of all, LinkedIn works with Twitter, Facebook, your website, and other friendly and powerful apps you might be using to engage your business audience and spread information about your professional legal nurse consulting practice.

There are best practices for using LinkedIn just as there are with any other social media network and learning these will help you best take advantage of this powerful, flexible user dashboard for businesses. I cover some of these best practices in my new *LinkedIn Planner*.

Be sure to get our hot off the press new **LinkedIn Planner for LNCs**, written by Pat Iyer, just for legal nurse consultants. You'll be able to access it by going to the show notes for this podcast on podcast.legalnursebusiness.com. You'll also see the show notes on our new mobile app on your smart phone. Request the app at legalnursebusiness.com/bizedu and follow the directions for easy installation on your iPhone or Android phone.

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.