Polishing Your Professional LNC Image
Presented by Cheryl Schoen

CHERYL SCHOEN
Polishing Your Professional LNC Image

[Slide 1]

**Pat:** Good evening, this is Pat Iyer with Cheryl Schoen. Thank you for joining us for "Polishing Your Professional LNC Image". In today's competitive world with so much emphasis being placed on how we present ourselves to potential clients, I thought this would be a timely topic.

I met Cheryl when she was providing photography to people at the American Association of Legal Nurse Consultants Conference in Indianapolis this April. She has an unusual background of being a registered nurse, a legal nurse consultant and a photographer. She began doing photography in 2012. She maintains a clinical role as a nurse as well and she works and lives in the Northern Virginia, Washington D. C. area with her husband, two children, two cats and a happy dog. So Cheryl, I would like you to take over and present your information at this point.

**Cheryl:** Thank you Miss Pat and good evening everyone. That was a lovely introduction, may I say and yes. our dog is extremely happy. I don't know about the two cats, however.

As Miss Pat has indicated image in today's business market is essential. As a small business owner, which is what I consider you guys
all to be, you need to be extremely cognizant of what you are putting out there as far as your image and/or your brand, which we will discuss as well.

[Slide 2]

Yes, this is me and yes this is my own headshot. I am an RN. I've been doing it for almost 30 years, mostly adult critical care. I'm kind of a jack-of-all-trades except for open heart and pediatrics. I have done legal nurse consulting myself and it is one of my favorite nursing jobs. It's definitely a highlight in my career. I have been doing photography for the last few years as a business. However, I've been a photographer for most of my life, if not all of my life and I enjoy it very much.

[Slide 3]

I too have had to undergo some of the things that we will be discussing tonight. First and foremost we'll start talking about "Branding".

What is branding, this term that has been slung around morning, noon and night? Yes, it could be branding as in we brand our ranch animals as that lovely photo illustrates. However, what we're really talking about is "Branding Your Business". As Entrepreneur.com defines here for us, it is a marketing practice of creating a name, symbol or design that identifies and most importantly differentiates a product from other products.

The way I like to look at it that's easier on the brain is your brand is the promise you make to your customers or clients every time they do business with you. It is extremely important to start your business off on the right foot, consciously thinking about what your brand is.
Why is that important? Because this is the message that you are going to be giving to your clients every time they do business with you. It's what they are going to get and what they can expect. It tells them who you are, what your service is going to be like and the way you are going to be perceived. It's all related to your brand.

If you are to do any marketing research or research on branding in general on your own, you will constantly run into a conversation about psychology. There is definitely a psychology regarding branding. The reason that branding is so important is because it actually sets up an emotional landscape for the client or for the consumer right from the get-go. It builds familiarity, which is something that you would want to have especially in this arena. If you're seeing the same type of clients over and over again or working with the same attorneys over and over again, when they see your logo or your name they'll say "I know that when I work with Pat I am going to have exemplary service. It's going to be impeccable presentation, etc."

A good way to illustrate this for you is this slide. Look at all these different logos that we are inundated with every single day. Some of the best that were ever created are on this page.

What do you think of when you see the little alligator? It's one of the world's Top 10 logos that's for Lacoste. It's a French sportswear company. I relate to them for tennis, sportswear, sneakers, polos and etc. It is a brand that is pretty much a luxury brand. I know that it's not going to be easy on the wallet if I utilize their products. That's something good to know. It's the same with the one in the middle, Louis
Vuitton. It's one of the most successful brands on the market today. It is absolutely equated with nothing but luxury. Of course some of us might think it's overpriced, but that's a whole other conversation for another day. Everything about them screams luxury. Their packaging is impeccable. You buy a Louis Vuitton product, you are getting not only the name and everything associated with it, but it's going to be packaged absolutely magnificently so that counts as well.

It's the same with BMW and Mercedes. In Europe these are pretty much everyday brands of cars that are being utilized much like our Toyotas. When we lived in Europe we actually asked someone about that and the answer we were met with was, "Americans don't want to see Mercedes and BMWs associated with everyday living. We would not be as successful in America having these cars used as everyday vehicles." So Americans see BMW and Mercedez as nothing but pure luxury.

How about the little check mark to the left of BMW? Everybody knows that brand. It's Nike. It was bought for $35 back in the day by the company and if I'm not mistaken it was a design intern who came up with this check mark. It's one of the most recognizable logos out in the world today. I just gave you a couple of examples. We have our little Starbucks mermaid. Everybody knows what that is, a really good overpriced cup of coffee. The little red bull's-eye is our beloved Target that you can never leave there without spending at least $200 for some reason. Of course Apple and everything that comes with that. Our beloved Golden Arches who have now kind of sort of been overcome with health and food specific issues, which we do not need to go into.

My point in bringing all of these logos up is there's an emotional connection which each and every one of them. I just easily
rattled off I don't know how many adjectives to describe them all. That's what I'm getting at. That's what a brand is.

[Slide 6]

So how do we go about building a brand?

You need to come up with an image.

• What kind of image do you want to have out in the world?
  • Do you want to be high-end?
  • Do you want to be middle-of-the-road?
  • Do you want to be just a good old fashion bargain?

I can't speak to that for you guys. You're going to have to answer that yourself, but that's definitely Step 1. You will also have to have a seriously good old-fashioned heart-to-heart with yourself about what you value.

When you're the client, when you're the consumer, what do you value? For me it is customer service, hands down #1 every single time. You can be as fancy and luxurious as you like, but if your customer service is lacking I'm not interested. Definitely image does come into play however. You know if you walked into your doctor's office and he came out looking like a little bit of a slump where his tie was undone and his shirt was out of his pants, you would probably want to reschedule real quick because first impressions do count. So the first thing first is to define your style. After that it's relatively easy because everything that you do moving forward is going to reflect the style you have chosen for yourself.
The first thing that we need to do in creating our style is,

- What do you want to look like?
- What does your business look like?

For most of you in the legal nurse community it is dealing with Corporate America. Corporate America is exceptionally conservative as you probably already know. We’re talking navy, black and gray flannel. I just don’t think that most of the attorneys in legal offices that I’ve been in are wearing super loud colors with their navy, black or gray. Its suits, not loud colors, hair, nails and accessories are for the most part neat and smart. You want to look absolutely polished.

Sometimes I hate this term because it’s so vague, but for the most part Business casual is one step down from corporate at least to me it is. I’m a little on the old-fashioned side, plus I’m a New Yorker so you know everything has to be super polished, super ramped up and always black, may I add. The dress is usually a little more conservative. You can do suits or you can do suit separates like trousers and oxford shirts, but definitely no jeans. Some companies like the one I’m working for at present time, there is a no jeans policy.

Casual is basically anything goes. I love my West Coast friends, but I can tell you that the New Yorker in me was a little taken back when I moved to California at one point. Casual is very different for them than it was for me. I think I like theirs better actually, but everybody has their own version of casual. I don’t recommend that you as legal nurse consultants go the casual route. Business casual I think is as far low as you possibly can go, but the bottom line here is that you need to dress to impress. Unfortunately you only
have one shot to make a good impression, so use it correctly and never ever go to a business meeting unprepared.

[Slide 8]

Our next objective in building our brand is you need to come visit me. You need a good headshot. Wardrobe is pretty much the same in keeping in line with headshots. If you want to speak to the corporate world, when I click that shutter you should be in corporate attire which leads us to a polling question, Miss Pat.

[Polling Question 1]

Pat: Okay, terrific.

What I would like you to do is look at the question on the screen and answer either yes or no. If you answer no, please fill-in in your chat box what's been holding you back about getting a headshot done?

Maybe Cheryl, we should define headshot just so our participants will know what we're talking about.

Cheryl: Sure.

A headshot is exactly what it states. It is a picture and typically it is shot from the mid-breast up. It includes the shoulders. Sometimes we can do from the waist up, sometimes ¾ length, which is probably mid-thigh up. They are typically done all in one setting. You need to bring in about three or four wardrobe choices. While I am a portrait photographer specializing in contemporary women's portraiture, I do a fair amount of headshots. I love doing headshots. They're super fun and it's just an easy good time. What I tell my clients is to wear clean, ironed clothing. I do not want to spend a lot of
time in Photoshop. Photoshop does not remove all of the wrinkles, so always remember that.

Neutral colors, gray, black are awesome and navy. I would try to stay away from white if possible or super bright colors. Just for photographic reasons, it's a little bit of a pain to deal with. Make sure that hair and makeup are nice and clean and as you would normally wear it. If you're great at styling your hair and doing your own makeup, please have at it. However, there are some headshot photographers out there who will insist on you utilizing their hair and makeup creative. Nine out of ten times the cost is included in the price that they give you, otherwise at least here in the D. C. area. Good hair and makeup would run you anywhere from $150 to $200, so be aware of that as well.

Pat: All right, well let me close the polls and share the results.

Cheryl: Sure.

Pat: 83% of our audience said yes they had a headshot and 17% said no.

Cheryl: I'm impressed. Now are you using them, that's the other thing I want to know. I would love to know. Make sure you're using them okay and I'll go over how we do that in a little bit.

83%, I'm pretty impressed actually, so good for you that you have taken that step. It's important to get. I'm going to give you some ideas on how to use those shots, but as 83% of you out there can attest to you come in and will have about a hundred or so images taken. We usually work tethered to a computer, so you should be able to see your headshot right away. What we would do normally is go over all of the shots that were taken with you. You can pick and choose which ones you like and which ones you want burned forever out of existence.
Normally in headshot sessions it's 2 to 5 digital images that are cropped for 8x10. Some people such as myself will also crop them and format them for you for social media. Headshots should be updated every two years. They should be fairly current. I know we've been on some social media and seen some of our friends or maybe even secretly it's us who have the headshot or profile picture from back in 1985 when we were all looking mighty snappy. That's great for social media, but not in a professional forum because we don't want your client thinking that Wonder Woman is walking in when in reality we are looking a tiny bit different. In order to see Wonder Woman we would have to squint and tilt our head sideways, so that is not going to really work out. A rule of thumb is every two years update your headshot.

The cost for these shots is anywhere from $300 to $1200. I know that that's a big range, but it really depends on where you live. One of my mentors who is a headshot guru in New York City, to walk in his door is $1200. I can only aspire to his greatness. For me it's going to cost you $300 for corporate headshots. I think that's pretty fair. As I said earlier, I also happen to format them for various social media.

Okay great, so you've got your images now what do I do with them? Use them. You need to use them every which way that you possibly can. Why? Because we are living in the era of the image. Everything is about imagery. It is everywhere thanks to reality TV, may we add. Everybody thinks that they are on a TV show, so everybody has fabulous images of themselves or they're living to an image. It's just everywhere. I can go on and on about this, but I'm going to stay focused. The bottom
line is that image sells. The better your image, the better your selling point, end of story.

[Slide 12]

You will need to use images to enhance the experience of your business. How do you do that? Your headshot is the beginning and you're going to use them in print. I always recommend that people use their headshots on business cards. Slide 12 has a great company that I use. It is www.moo.com. They make wonderful products with your image. You can have up to 10 different images on your business cards. They are fairly priced as well. My personal quick recommendation is to get the little business cards with 10 different images or you can use the same one. Get them with the rounded edges because the sharp square edges hurt, believe it or not. That's one great way of using your headshots.

On your website, which we're going to talk about later, and I hope you all have one or are in the midst of getting one. Use your headshot in print advertising, your brochures, marketing cards or your counter cards. Whatever it is that you use in your marketing, put your picture on it. I'm sure you guys have heard of Vistaprint. It's a great little company. You can design your own stuff. They let you see the preview right there on the page and their prices are phenomenal.

[Slide 13]

Another thing that is super hot on Slide 13 is film. Film is actually the biggest trend right now, much to my chagrin, may I add. Everybody is a photographer now. Technology has come a long way and the cameras in your phone are outstanding. The camera technology that's out with regular DSLRs, which is the cameras that I use, the technology is awesome. You don't necessarily hire me for technology. You hire me as the
photographer for the expertise I have in helping you achieve the photo that you want.

Right now film is pretty hot. If you have a 2-3 minute video on your website, you are golden. Hey, if you have a YouTube channel, even better. Vimeo is hot stuff right now. It doesn't take a lot of time, like I just said 2-3 minutes highlighting who you are. It's putting a face to the name, what you do, what services you offer and how people can get in touch with you. It's brilliant. If you can showcase more of your personality and more of your customer service, that's even better. It doesn't have to be fancy. At the end of the day it just needs to be a clean, crisp, simple message with great imagery.

It just so happens that our lovely hostess Miss Pat can probably help you get started on that. She is doing video now and the website on that slide www.getbusinesswithvideo.com is how you can speak to her to have your own video done. It seems to be that most cost ranges are anywhere from $400 to $1000 depending on what type of video you are actually going to end up with, how involved it is and etc. As I said, you can speak with Miss Pat and she will give you the low down much better than I could about that.

The most important thing that I want to illuminate is that if you're going to do video make sure that you are being your genuine self. Keep it professional and speak as you would if you were speaking to a potential client because in fact you may just well be speaking to a future client.

[Slide 14]

We have our image, we have our print or film material and we're moving down the pike as fast as we can to get our branding and imagery out.
What's next? The dreaded "Social Media". Every time I mention social media people roll their eyes or I get a big sigh. Listen people, I understand. I like social media, but I hate it at the same time both personally and professionally. The bottom line is whether we like it or we don't, it is an absolute must do. Absolutely you must be involved in social media one way or the other. It is the fastest way to connect with the outside world and your clients are out in the outside world. You and I both know that people will check their social media 57,000 times a day and check their email once. The world could be crashing down upon their heads but they got to see what's going on with Facebook, so that speaks to how important social media is. It's not going anywhere people. We need to get hip with it, so I say learn it, get on it and make it work for you.

[Slide 15]

The various social media outlets out there:

First and foremost is "Facebook", which according to my 15-year-old is where the old people hang out. I guess that would be me because that's mostly what I use. Personally you connect with high school people or you catch up on what's going on and you read interesting articles. Think about how many times you've been on Facebook and seen a random ad or read an article and it turned you on to something else or it's led you to a business. The same way it motivates and moves you, it's going to move and motivate your future clients. One thing I have learned last year is that there is a great need to have a business Facebook page. In the background of Facebook where it says settings, notifications and all of this stuff, when you have a business page that is a great advertising/marketing tool that is there to help you. You can actually look in the background and find out which of your
posts has done super well. That lets you key in on what your clients are keying in to.

There is also some of the world's best cheap marketing and advertising in Facebook. You can boost your post for as little as $5 a day. I mean who doesn't have $25 for a week of advertising on Facebook. You're also able to tweak those posts and those advertisements to a specific demographic. It's super cheap. There's a way for you to connect your Facebook to your website and it also connects to what's known out there as lead pages, which are basically advertisements that capture emails for you of potential clients. The bottom line with Facebook is that you absolutely need a business Facebook page and then you need to study all of the great things that it can do for you. It's a great resource.

[Slide 16]

I'm sure every single one of you has a "LinkedIn" account. I like to consider it extremely serious and business focused. The only thing that I'm going to tell you about this is that this one is definitely a must do. Everybody in your community is on it. People pay attention to it. I have been hit up on it several times by recruiters, head hunters and other law offices. This is definitely a must do. Again, this is where your headshot will come in most handy. I get a little distressed when I see a "professional's" headshot in LinkedIn in a scantily clad outfit in a bedroom. This is not professional at all. Nobody is going to hire you to speak in a courtroom if you're dangling from your bedpost. It's not going to happen. A professional headshot needs to be kept up-to-date. Make sure that you're putting your best foot forward on LinkedIn.

[Slide 17]
"Twitter" is a little blue bird of joy and happiness - not really. I have a Twitter account. I barely use it. I don't think it's super great for image driven businesses such as myself, yet every photographer I know out there has a Twitter account because you have to. However, at the same conference Miss Pat discussed earlier where our paths crossed I met a young lady who's a legal nurse consultant and was brilliantly utilizing Twitter like nobody's business. It's definitely for the younger crowd. I think there's like a 140 character limit or something like that, so you need to be clear and concise with your message.

How can you use it as a legal nurse consultant? I'll tell you how. You put a great image up there because image sells. You make little advertisements. Make them into a JPEG file like a picture and tweet that. Tweet little messages and daily tips on how to win a case, new research mediums, how you can present the best face in court or how to win over your attorney. Whatever it is, you need to get it out there. That's how you can use Twitter as a legal nurse consultant successfully and effectively. If you blow up your Twitter account somebody is going to be out there listening to your tweets and they will hit you up, so that's just a little way that you can use Twitter.

[Slide 18]

Slide 18 has "Google+". I'm hoping I'm not the only one, but Google+ kind of baffled me a little bit. For awhile I thought that was Google's way of wanting to be a Facebook. It may be or it may not be. The reason why people put their businesses on Google+ is for something that we'll talk about in a little bit, which is SEO. The easy version of that is utilizing keywords. Utilizing keywords to drive people back to your website, your Google+ account.
Google+ obviously is tied into Google Analytics and all of that good confusing stuff that I'm not going to talk about because it will be too confusing. The bottom line is that you can use Google+ or you cannot use Google+. People use it. Some people use it, some people don't. As long as you got LinkedIn, Facebook and Twitter I think that you would be good to go.

[Slide 19]

Slide 19 illustrates "Instagram". Instagram is great for image driven businesses such as myself, however do not despair nurses of mine. You can create little advertisements, helpful hints, little tidbit facts or whatever it is that you want to get out there everyday and post them like a picture. It doesn't necessarily have to be a traditional picture on Instagram. If you peruse Instagram on your own they are not always putting up photos. That is the big thing that I want to get out to you guys. Don't sell the social media short because you think it's all about pictures. It doesn't have to be. Utilize your imagination which is your limiter anyway. Just go out there and create your own messages. Instagram is very, very big. Businesses are on it, colleges, your kids or whatever it is. You need to be in it to win it people and that's what I'm trying to tell you.

[Slide 20]

I'm getting off of the Instagram soapbox and moving on to Slide 20, which is "Yelp". It definitely sounds like somebody has had an incident, but anyway I'm on Yelp. I still haven't necessarily seen the hotness of Yelp. However, I do know people who utilize it.

What is it? It's like a big yellow pages. It's also image driven to a certain degree.
What's the big thing? It is that it can give a little blurb about your business. The best thing about Yelp is your past clients will leave reviews and testimonials about your business. That's basically what the big thing about Yelp is.

[Slide 21]

It is time to get some work done and you need to start building the brand. We've got our social media, our imagery and our print material, now it's time to get to work.

[Slide 22]

Your business name needs to be tied to your logo. Whether your logo is your initials or a pretty picture or whatever it is, keep it simple, keep it clean looking and make it adaptable.

What does that mean? Adaptable in the sense of portability.

- Can you use it as a header?
- Can you use it in a business card?
- Can you make a stamp out of it?
- How can it be used over-and-over again?

That is exactly what you want to be doing with your business name and your logo. You want to put it everywhere. That's how it gets stuck in people's minds. As soon as they see that name, that logo, it's an instant connection. That's what we want and that's why it needs to be memorable.

[Slide 23]
Slide 23 has me. I'm actually in the process of redoing it. I'm keeping my fabulous purple lipped lady. I like her lines. It's all about being a hot woman and keeping that s-curve in check. I just want to change my font a little bit and we'll see how that evolves. I basically put it on anything and everything including my watermark and my flash drives. I have stickers. I have stamps. My bags and my stationary - you get the picture. That's the way it needs to be done.

[Slide 24]

My husband's scuba diving business has super fancy and fabulous colors. There's a long winded story about it. Since we're short on time I'm going to not get involved. The colors are related to the sun and the ocean. The trident - I think everybody knows about Poseidon. There's some kanji on the trident that speaks to the love of the ocean. It's a very deeply and personal logo for him. The man is a human dolphin. He loves scuba diving. If he could eat it, breathe it and sleep it, it would be happening. His company mantra, "Love it, Dive it, Protect it", is on there. As soon as you see that, you know immediately he's into his ocean. That's basically what we want to tell you.

[Slide 25]

Our lovely hostess on Slide 25, Miss Pat that is her logo. Its representative of her business of which she has several and she seriously tells me that she's retiring. I don't think so, but that's simple, straightforward and to the point. It gives you direction on where to go and find her.

[Slide 26]

Slide 26 is going to be her new logo and business name. She's going to be using it on her new website, which I hope will be ready for
consumption anytime soon and leads us to our next polling question Miss Pat. Are we going to be able to do that?

[Polling Question 2]

**Pat:** We can run this quick poll. "Do you have a website for your business?

Please indicate yes or no. If you do have a website and you answered yes, did you do it yourself? If you don't have a website, what might be holding you back from having one? If you could answer in your question box your response to either your yes answer or your no one, then I'll share that with Cheryl.

Let me close the poll and share the results. We have 43% who said yes and 57% who said no. One person said she did her website herself and another person said she had it professionally designed. Please continue, Cheryl.

[Slide 27]

**Cheryl:** Slide 27, the dreaded "Website".

A website is the most important thing that you could possibly do for your business. There is no discussion about it. You need to get one point, period, blank, the end. This is how you speak to the world. It has to be representative of your work and it absolutely needs to be current. It also really needs to look professional and that you didn't put it together in the closet with a little tool kit because of first impressions. A matter of fact, when I was building my website I was told that people spend less than 30 seconds on your webpage. If it's taking too long to load, goodbye, hence no flash driven sites, which I understand are kind of a thing of the past.
It needs to be easily navigated. The only way I can emphasize and drive this point home is to think about your own behavior. When you go to somebody's website and you're sitting there waiting for it to load. How long do you sit there and wait?

Other people are going to respond the same way to your website, so think about.

[Slide 28]

As we already just touched on a little bit, you can do it yourself. There are some great companies out there that have some stock standard things.

- [www.web.com](http://www.web.com)
- [www.wix.com](http://www.wix.com)
- [www.weebly.com](http://www.weebly.com)

They are for the most part WordPress templates. You don't necessarily need to know coding. I tried to teach myself that and I gave up after a couple of days. I'm impressed that I lasted that long. However, I do understand. Having somebody build your website can be extremely costly and time consuming.

The bottom line is to figure out your budget and move forward. It has to be done. I cannot say that enough. If your time is worth more than anything else, get a professional to do it. It's easy, but it's not going to be a walk in the park though so I just want to put that out there. If you're going to do it yourself, the only thing you need to know is that you would need to have a hosting service for the website. I definitely suggest that you do your research, but some of the easy ones are Godaddy (Pat’s affiliate link) [http://x.co/patiyer](http://x.co/patiyer)
and www.hostgator.com. There are usually monthly charges for these things, so just do your research.

[Slide 29]

Slide 29, "SEO"

What in God's green earth is SEO and why do I have to hear about it every five minutes?

[Slide 30]

It is Search Engine Optimization (SEO). Basically what it's doing is driving people back to your website over-and-over again utilizing keyword searches. I go to Google and I type in "Head Shot Photographer" and a list of 20 photographers come up on my page. They are ranked by popularity and/or the paying customers of Google. You don't want to be a paying customer. Sometimes you can bump yourself to the top of the list depending on how you utilize your website. I'm not going to go too much into SEO because it can be a little bit confusing. It's pretty much straightforward. The things that you need to know about it is to don't overuse your keywords because Google is now hip to the fact that people are keyword crazy. If you use too many keywords, they will kick you to the bottom of the bus as I like to say. It's just enough that you need to get you going.

[Slide 31]

What does your website have to look like? My two cents are to make it dynamic. Websites that have a moving image on it are super popular. Scrolling sites are now in vogue. The entire site moves vertically when you move your mouse. (This is called a
responsive design.) It's very, very image driven. I'm going to show you a couple of examples that you can cruise on your own time.

[Slide 32]

Slide 32, "Key Things on Your Website".

- You need to have that name and the logo on there
  - You need a bio page. Keep it short, sweet and professional
    "This is who I am"
    "This is where I've been"
    "This is what I do"

- What type of services do you provide?

  Your contact information would be nice. If you can give all of your information and get some back, that would be most triumphant. That segues me into the two schools of thought on putting prices on your website. Some people are like "Yes it helps me screen my clients" and other people say “No”. Here's the thing, if your client is going to come to you based on price point alone I personally don't think that's a great client. You don't want to put your prices on your website because then they'll never call you. It's good to have a "For more information please give me some of your information." It lets you capture their email. That's great for you, so just think about that. It's good to have a testimonial or reviews from past clients on your website, but the #1 thing on your website that you absolutely have to have besides your name is a blog. That helps drive your business.
[Slide 33]

Slide 33 is one of my favorite photography mentor's [www.suebryce.com](http://www.suebryce.com). Please go and check out her new website. It is a perfect example of a scrolling website. She takes the most beautiful images and they're all right there for you. It's just a great website. I think that you will enjoy it, especially as women. She's a great feminist warrior photographer.

[Slide 34]

This is one of our own near and dear Miss Kim Beladi's website. It is [www.develacase.com](http://www.develacase.com). It is a great legal nurse consulting website. It is dynamic. It has amazing images. It's clean. It is amazing. It is a great site. It doesn't hurt that she's also a former/current photographer. Her images are awesome, but just have a gander at her website. I think that you will get some good ideas.

[Slide 35]

Everybody by now I'm sure has heard of the term "blog", so what is it? It's essentially a webpage where some conversation is taking place. It's conversation about you. It's conversation about your clientele. It's conversation about the world at large and how it affects us all. This is definitely how you communicate with your client. It's where you relate events of your business, give out tips and educate your audience. It's an absolute must. It must be updated on a regular basis. I must confess that I am not always fabulous at it and I'm going to tell you why.

It's extremely time consuming and sometimes you just feel like you have nothing to say, but you do have something to say. On Slide 36 I'm going to tell you what you're going to say.
This is the easiest way for you to keep your blog current. You think, "I have nothing to talk about." Sure you do. Bring up something from the past. Bring up an experience, a good or a bad client experience that you've had. Bring it back and talk about it.

- What did you learn from it?
- What could you have done differently?

Write about something NEW – nothing speaks success as making yourself look like you are super busy. Put down anything that you are working on right now. Blog about it and make it sound fabulous.

BORROW something – have a colleague come in and be a guest speaker on your blog. A relative, a friend or anybody who you know who’s going to speak intelligently on something that is current and related to your business, let them have at it. Give them a blog post opportunity. They'll love you for it and your clients will love you too. It keeps you relevant.

Something BLUE – this is not where you speak about how depressed you are because your business isn't where it should be. This is basically when you talk about something that is super personal and passionate to you. It's where you give voice to something and where you can speak from the heart.

Make sure that 40% of what you're writing about is knowledge based.

40% can be opinion, but keep it positive. Nobody likes a Negative Nelly. Negative Nelly lives amongst
us all the time. If I'm coming to your blog and I want to see what your business is doing, I want to see positivity out there.

- 10% should reflect your personality – if you haven't noticed, I have a lot of it so I have to always keep myself in check. You can definitely showcase a personality, but it shouldn't be overly done.

- Self promotion – be shameless about it, but keep it to 10%.

That's basically all I can tell you about blogging. Moving forward from this slide I'm going to give you a lot of good useful tips on some of them. Most of them were given to me when I first started. I think some of them are bloody brilliant and I can only pay it forward. I want you all to succeed.

[Slide 38]

Resources are the biggest question in the world when you start a business.

You say, "I have to do marketing. I can't take it. I hate it. I can't sell myself."

Get somebody else to do it for you. How do you do that? Ask for help from your friends and I'm talking about your really good friends. Let them be your PR person. You can also tap your friends for being good critiquers of your business. You've put out your blog; you've put out your website; you've done your marketing; you've done your print materials. Now give them to your really close friend, the one who served the truth up to you in the way that they do. We don't want the fake everything fabulous, you're fabulous person. We don't want those people. We want the people who are going to serve it to
you straight because you need to know how you’re looking to the outside world.

Utilize your fellow colleagues. They are a great resource for anything and everything. They may know what the hot topics are right now. They may have great web designers for you to utilize. They may know about great office space or who’s got the best deal on printing materials or whatever. We’re all working towards the same goal.

Past clients are your #1 resource. That is why your customer service needs to be impeccable. If you give me great service, you will have the most loyal human being out in the planet. I will talk about you to anybody and everybody that I know. And amongst your clientele, you need to find your evangelist. Well, what is that? It’s the lady or man who has a lot of friends, a lot of business connections and has usually a very loud voice either literally or figuratively. They know everybody and everybody knows them. When they speak, people listen. They are going to be your best marketing tool. When you find your evangelist take really good care of them.

Network, network and network with other business owners. Look to women’s groups, church groups and community groups in the county, in the city, in your neighborhood and whatever it may be. Get out there and chat with your hair dresser, your gym people, your printers and your cleaners. Let these people help you help yourself. You never know where your next client is coming from, so don't underestimate the lady at the cleaners because you don't know who she knows and that’s really the bottom line. People actually like to help. If they know that you’re starting out a new business or you’re trying to build a business, people want to help. I know I do when somebody tells me about something that they're
passionate about and they want to be successful. If I can help them, I'm in it to win it.

[Slide 39]

Helpful tips and tricks that work for me may work for you. It's easier in my business to create packages. I'm sure there's a way for you to be creative and come up with some packages for your business.

• We'll review your records
  • We will do your chronologies
  • We will whatever it is and then throw in something extra
  • We will help you maintain your database or whatever

That's for Package A, for Package B it's a little bit more and for Package C it's a little bit more. You're going to price it highest to lowest. Make sure that you are showing value in every package. The reason that people gravitate towards packages is because when you give people too many choices they tend to freak out and choose nothing. That's why a la carte packages do not work.

[Slide 40]

Create a "Reward System".

"If you send me a client, I will give you _ at a discount."

This will promote loyalty and it will extend brand recognition. People will promote services that they really like and may do so more regularly if they know something is in it for them to. You can
make a referral discount of 10% or whatever it is that you can come up with. This is definitely a way to promote brand loyalty.

(Pat’s Note: Attorney ethics may not permit this. Attorneys are not supposed to receive incentives to provide business to non-attorneys.)

[Slide 41]

The next one is essentially "surprises". I like to give people surprises. I don't know what it is, but I like it. I've been that way my whole life and I'm not going to stop now. I love throwing in little bonuses for clients and it's not based on how much they've spent with me all the time. It's if we've had a great time or whatever the case is.

One of the things that I use and I want to make sure that I get this in for you guys because I think it's bloody brilliant is to check out a company called www.stickyalbums.com. It is an app essentially. How I use this is to upload a whole bunch of images into StickyAlbums. It creates an app on my phone. I can then share this app via message, SMS message, or email. When you open it on your phone and you see all your great images that we've done together you're like "Oh my God Margaret you should see my pictures. Hey wait, I can show them to you." Betty sends to Margaret my little app. It has my phone number and my website. That means that Margaret now can go to www.cisimages.com, see my work, fall madly in love and call me for a photo session. I put this out as a gift. It's a little gift that I like to give my clients. I also sell it for a price. One client that buys it pays for my entire year. Put it into your business as an added service. People will love it. Okay you're not doing photographs, but
you can write helpful tips, create marketing tools and about some of your services.

I use it as a business card. This is something new and different. I'm sure not too many legal nurse consultants have a virtual business card. It's bloody brilliant and people will love it. I have been at parties and sent my StickyAlbum out and it's made it around the room in one night, so that's a lot of people eyeballing my stuff. It can be the same thing for you. Check it out. It's awesome and people like to get surprises. Really, it's a true story.

[Slide 42]

Slide 42 is one of my favorite things to constantly remind myself. I come from a head where I don't believe in competition, not the kind of bitter competition that I see going on out in the world. There are tons of photographers, there are a ton of legal nurse consultants, but there's only one of you. When I do business with you, I get you. Betty may be a nurse consultant as well, but she doesn't have your personality. She's not you. Betty may know stuff that you don't know, but guess what I built a relationship with you. I like you. Maybe I like your jokes. Maybe I like the way you wear your hair, whatever the case is and what I'm trying to illustrate is that there's no competition per se because not everybody is going to be your client because not everybody is going to like you. It may or not be based on what you know and what you do.

Sometimes it is for some random thing, so when a client doesn't choose you don't take it personally. It's not personal. It's about business and the way you can look at it is that it's not my client. The universe is going to send the clients to you that are yours. If somebody doesn't work out, they just weren't your client. That's really how I wish that you would
honor yourselves instead of getting into petty competition that does nothing but make you bitter.

Focus on delivering quality customer service and a quality you because in the final analysis that's what people are really going to come back over and over again for.

[Slide 43]

All right, I'm off my soapbox. Here is where I want to extend a little Cheryl to you, although you're probably thinking that I don't really want a little Cheryl, but I am offering everybody who is on this call a 30 minute free styling consultation. If you're in the D. C. or Northern Virginia area it will be super easy for us to hook up. We will sit and go through your wardrobe. I will help you pull it together, whether it be for your everyday business or just your headshot, I'll be more than happy to do that. It's part of the service that I give my clients.

Each and every client who books a shoot with me gets a consultation no matter what. If you don't live in this area, I will be happy to FaceTime with you if you're able to do that or we can do a Skype. You may be surprised to know that you either need to go shopping or maybe you don't need to go shopping and you're berating your wardrobe for no apparent reason. Maybe you're good to go. In either case that's my way of thanking you for listening to me babble for the last hour.

[Slide 44]

I would like to take this opportunity to thank Miss Pat for being such a lovely hostess. You guys can hit her up on www.patiyer.com. Also aside from being a brilliant legal nurse consultant, she is a brilliant educator, mentor and coach. You can tap into her business at www.lncacademyinc.com. If I was doing legal nurse consulting full time, I would be stalking Miss Pat
morning, noon and night. I'm sure she's going to be very grateful that I am not doing legal nurse consulting anymore full time like that. She's just bloody brilliant and has a lot of knowledge. She's super smart in general and I like super smart. I know people who have worked with her and I have heard nothing but ranting, raving reviews. She's been doing this for a long time. She has a lot of good ideas stored in her head.

If you guys need to get in touch with me, Slide 44 has all of my information, website, email and phone number. Again, thank you guys for being so patient. Hopefully you've gotten a couple of good helpful hints.

Pat: Well thank you Cheryl. I really appreciate all of your wisdom, your practical tips and also the wonderful comments. Before we close out the program I wanted to give people an opportunity to ask you any questions that might be on their minds as a result of listening to your presentation tonight. I know that we've gone a little bit longer than what we expected and I appreciate everybody sticking in and staying with us.

I see a "Thanks Cheryl, lots of great information" comment.

Cheryl: You're welcome and thank you.

Pat: Ordinarily when you leave GoToWebinar there is a poll that pops up. I don't know if that's going to work tonight, but I will email you the questions that are part of the feedback sheet so that you receive that through email since the system has become suddenly unreliable for the first time.

Cheryl: It's probably my crazy juju. I don't know and I'm just going to take responsibility for it.
**Pat:** That's very gracious of you, but I don't think that you have to be responsible for the glitch tonight. It doesn't look like there are any other questions. There's another comment about tremendous tips, “Great information. A worthwhile event.”

I appreciate the comments and the questions. The next program that I have scheduled is going to take place on September 23rd with Scott Greene who is a forensic investigator. He specializes in pulling apart electronic medical records, finding the disparities, the inaccuracies and the things that you as a legal nurse consultants can be looking for. He will give you ideas for what you can be suggesting when you are reviewing records. You may encounter a situation when there's something here that's not quite adding up. You could suggest to your client perhaps we need to do a further investigation of the information that's in the electronic medical records. That's Scott's area of expertise. He testifies as an expert witness in a variety of different cases and puts information together in ways that I think are similar to how legal nurse consultants put them together, but with a whole forensic investigation twist. I think you'll really enjoy hearing him on September 23rd.

Again thank you everybody for participating in the program and Cheryl, terrific information. Thank you so much for sharing your expertise with the group.

**Cheryl:** Thank you for having me.

**Pat:** Good night everybody.

**Cheryl:** Good night.
Polishing Your Professional LNC Image
Presented by Cheryl Schoen

Cheryl Schoen

BRANDING – What is it?
According to Entrepreneur.com

Definition: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

*http://www.entrepreneur.com/encyclopedia/branding
Why is BRANDING important?

Building a Brand

Image
Wardrobe

HEAD SHOTS
• Traditionally shot from mid-breast up, to include shoulders
• Typically 50-100 shots taken and presented
• Normally given 2-5 shots in 8x10 digital format

What does your head shot say about you?
HEAD SHOTS

- Need to be done EVERY TWO (2) YEARS
- Range from $300 - $1200 depending on geographic location
- May sometimes include formatting for various social media

OK, you have images. NOW, what?

Use your head shots in PRINT
- Business cards — www.moo.com
- Website
- Print advertising / Brochures — www.vistaprint.com
Use IMAGES in **FILM**
- Keep it simple, short and to the point
- Hire a professional –
  www.getbusinesswithvideo.com
- Cost ranges from $400-$1000 depending on level of service

**Social Media**

**FaceBook** – “Older” crowd. Requires images and text changes daily, or at least 3-4 times / week. Create business page separate from personal page.
LinkedIn – Serious like-minded business folks. Must keep up-to-date and meticulous. Remember folks actually utilize this site for many different reasons.

Twitter – “Younger”. Requires a lot of attention. Use to your advantage.

Google+ - More business minded. Unsure how many folks actually utilize. Same requirements as FB.
Instagram – Mostly image driven. However, because so many folks utilize this, you may want to write short tips / clips and post as pictures. Doesn’t always have to be photos.

Yelp – More like a directory (think yellow pages), with visuals and reviews.

Time to WORK

Most Important Things to Do When Building Your BRAND
Business Name / LOGO

1. Keep it SIMPLE
2. Keep it CLEAN
3. Keep it ADAPTABLE
4. Make it MEMORABLE
Website

MOST Important weapon in your arsenal
It MUST be representative of your work
Needs to be professional
Needs to contain your most current work
Easily navigated
Website 101:

- Professionally or as Do It Yourself (DIY) – web.com; wix.com; weebly.com
- Multiple platforms – Stay away from FLASH driven sites

**http://searchengineland.com/guide/what-is-seo

Website 101:

- **Search Engine Optimization (SEO)** – “the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.” Utilizes keywords.

**http://searchengineland.com/guide/what-is-seo
Website 101:

- Try to make your website dynamic, not static. Scrolling sites are in vogue – the entire site moves vertically.

**http://searchengineland.com/guide/what-is-seo**

**Website 101**

**Key Things**

- Name / Logo
- Bio Page – Short and sweet, professional
- Services Provided
- Contact Information – Includes phone, email, address, directions
- Testimonials / Reviews / Past Clients
- **BLOG**
What is a Blog?

**DEFINITION:** A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

http://contentmarketinginstitute.com/2015/05/learn-popular-blogs/

Blog Contents

**Tips to Remember**
- Something OLD
- Something NEW
- Something BORROWED
- Something BLUE
Blogging Rules

40% Knowledge
40% Positive Opinion
10% Personality
10% Self Promotion

RESOURCES

Friends
Colleagues
Past Clients
**Other Businesses

Helpful Tips n Tricks

Create packages – They direct your clients and enable you to make more $$
Helpful Tips n Tricks

Create Reward System – For referrals offer discount to services. Creates continued business for you

Helpful Tips n Tricks

Create surprises – Surprise your clients with little “free” services that continue to work for you as a marketing tool

If you continuously compete with others, you become bitter, but if you continuously compete with yourself, you become better.
What's Your Style

CIS IMAGES would like to extend their time to all of tonight's participants by offering a one time 30 minute styling consultation FREE.

Please contact us to schedule yours, now!
Offer good until 30SEP2015

* If you are NOT in the DC / NOVA area, we can get together by Skype.

THANK YOU!

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