



# Secrets of Expanding Your Legal Nurse Consulting Business

*Patricia W. Iyer*

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# Secrets of Expanding Your Legal Nurse Consulting Business

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## **Secrets of Expanding Your Legal Nurse Consulting Business** Patricia W. Iyer

You have set up your independent legal nurse consulting business – you’ve sent out some mailings, made some cold calls and visits, and gotten varying responses. You wonder, “What else can I do to get business?” This text teaches you advanced secrets of marketing to attorneys. Expand your business with the wealth of ideas you can use to demonstrate your expertise to attorneys. In an environment in which attorneys are bombarded with sales messages, the strategies in this book will set you well ahead of your competitors. Learn how to share your knowledge with your prospects and clients through a blog on your website, presentations, exhibiting, books, videos, teleseminars and webinars. Have you heard of vlogs and books? This book will teach you how to use them. Harness the power of the ideas in this book to build your legal nurse consulting practice - they work. Patricia Iyer MSN RN LNCC has held nothing back. You’ll learn what has made her legal nurse consulting business one of the most successful of its kind. Gain from her experiences, grab the ideas that will work for you, and watch your business take off.

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