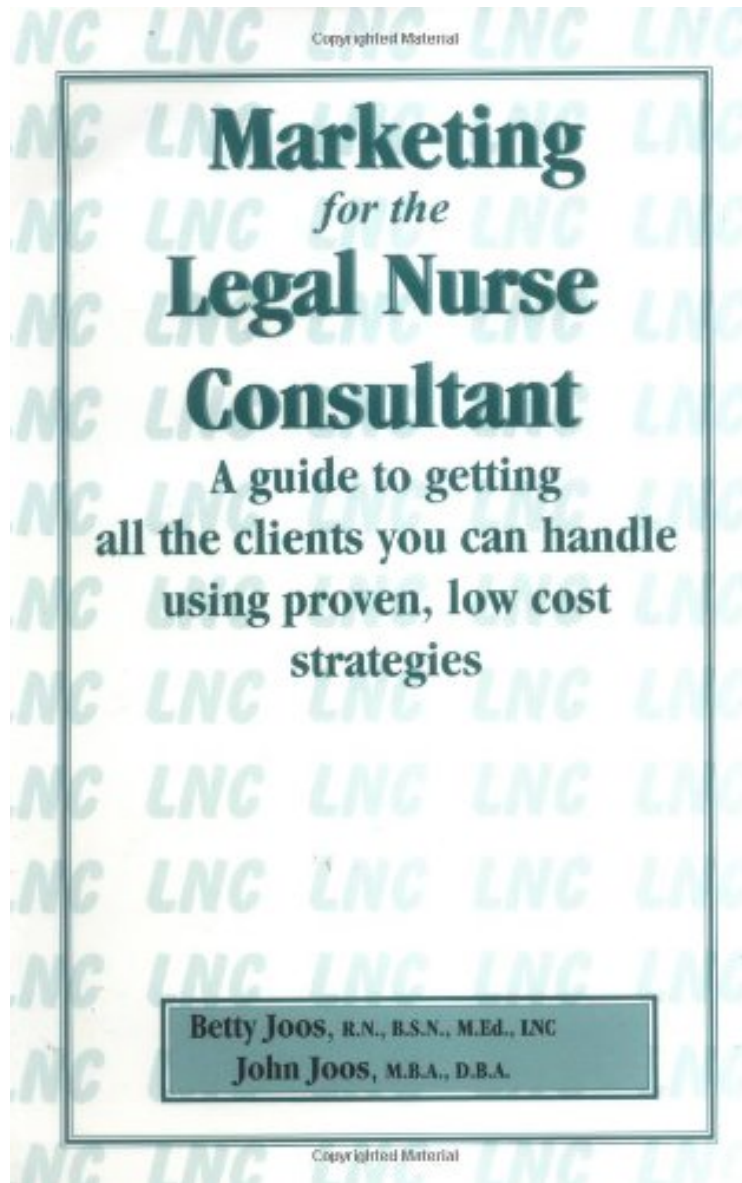


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Marketing for the Legal Nurse Consultant

John Joos, Betty Joos

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helpful. Easy to read with great pointersBy KYLE FIELDSEasy to read and it appears to be a great resource when I do start marketing my business. The authors give you a lot of great ideas to get you going and keep you motivated.

Legal Nurse Consultants have the health/medical knowledge to provide valuable insight into medical issues of legal cases; however, most nurses don't have a clue about how to market those services. This book offers answers to their marketing problems. They will learn how to: Target attorneys that need their services; classify prospects and assess their needs; develop outstanding brochures and cover letters; use networks and networking to their advantage; be a solution to attorneys' problems; and do all this on a minimal marketing budget.

About the AuthorBetty Joos was a nursing instructor before she became a legal nurse consultant with a law firm. She left the law firm to start an independent practice which she has maintained as her only job for a decade. She has helped develop courses for LNC programs and consulted with schools and universities in their start-up of LNC programs. In addition to her own practice, she mentors LNCs and has taught marketing and medical research to LNCs. John Joos teaches Marketing and Delivering Superior Customer Service to Masters in Business Administration candidates at Nova Southeastern University. He is also an international speaker and seminar leader in business and computer topics.