

LNC LEARNING ANNEX

LNC TELECONFERENCES JUNE 09

Teleconferences

[Session 1: Marketing for Success: Getting in the Door of Potential Attorney Clients](#)

[Session 2: Marketing for Success: Developing a Marketing Plan](#)

[Session 3: Preparing for your Deposition](#)



Lorie A. Brown, R.N.,
M.N., J.D.
LNC MENTOR
www.LNCMentor.com
(317) 465-1065
Ms. Brown has coached hundreds of LNCs on growing their businesses through one on one telephone consultation and/or

Dear LNCs,

Many of you know me as LNC Mentor a/k/a LNC Revenue Coach. As a Registered Nurse and an Attorney, I know how difficult it is to get in the door of potential attorney clients. I also know how expensive it is to attend a conference. Therefore, I am pleased to announce that I have decided in preparation for my upcoming e-book release, **THE LEGAL NURSE CONSULTING MARKETING WORKBOOK**, to again bring marketing conferences to you.

LNC Mentor
Turning your nursing knowledge into a profitable consulting practice

Session: 1

MARKETING FOR SUCCESS: Getting in the Door of Potential Attorney Clients

Many nurses are caretakers, not business people. We need to learn the business aspects to become successful. In this session, the LNC will learn proven marketing techniques utilizing the needs based marketing approach to develop business.

Wednesday June 10, 2009
9 pm EST-10pm EST

Cost \$97



Session: 2

MARKETING FOR SUCCESS: Developing a Marketing Plan

In this session, the LNC will learn about the various

classes.

Ms. Brown also is the president of a successful consulting practice called BROWN LAW OFFICE with Medical Legal Consulting. She works with 8 other LNCs to consult on cases for attorneys throughout the country.
www.brownlaw1.com

ways to market their business to produce maximum results. We will discuss the theory of marketing based on statistics from the Small Business Administration.

Wednesday June 17, 2009
9 pm EST-10pm EST

Cost \$97.00

For cost savings, if you sign up for Sessions 1 and 2, the cost will be reduced to \$175

Lorie A. Brown, RN, MN, JD will give the LNC tools on:

- How to get in the door of potential attorney clients to generate business and repeat business; and
- Identify your target market and develop a business plan to achieve your business goals.



[Click here for LNC Mentor website](#)

Session 3: Preparing for your Deposition

Whether you are a fact witness or an expert witness, this session is designed to give you tips and tools to convey information succinctly and professionally to the attorney.

Wednesday June 24, 2009
9 pm EST-10pm EST

Cost \$97 for session



For maximum cost savings, if you sign up for all 3 sessions, the cost will be reduced to \$250

We hope you will take advantage of each of these sessions. Once you register, you will be given a phone number with a password to call to join the conference at the appropriate time. You must call from the phone number provided on the registration. Join us on this amazing journey!

Sincerely,

Lorie A. Brown, RN, MN, JD
LNC Mentor and LNC Learning Annex

Registration:

Name _____

Company _____

Address _____

Phone number: _____

Email _____

(Please list the number you will be calling into the conference with. Unregistered numbers will not be connected)

Once you register, you will be given a phone number with a password to call to join the conference at the appropriate time. Phone lines are limited so register now to reserve your space.

Choose your Sessions:

Session 1 _____ \$97 June 10

Session 2 _____ \$97 June 17

Session 3 _____ \$97 June 24

Discounts:

Sessions 1 and 2 _____ \$175

ALL 3 SESSIONS _____ \$250

Please send check with registration form to LNC Learning Annex, 718 Timber Mill Lane, Indianapolis, Indiana 46260.

To pay by credit card, please email lorie@brownlaw1.com for a paypal invoice.

Credit cards will be charged a \$10 processing fee.