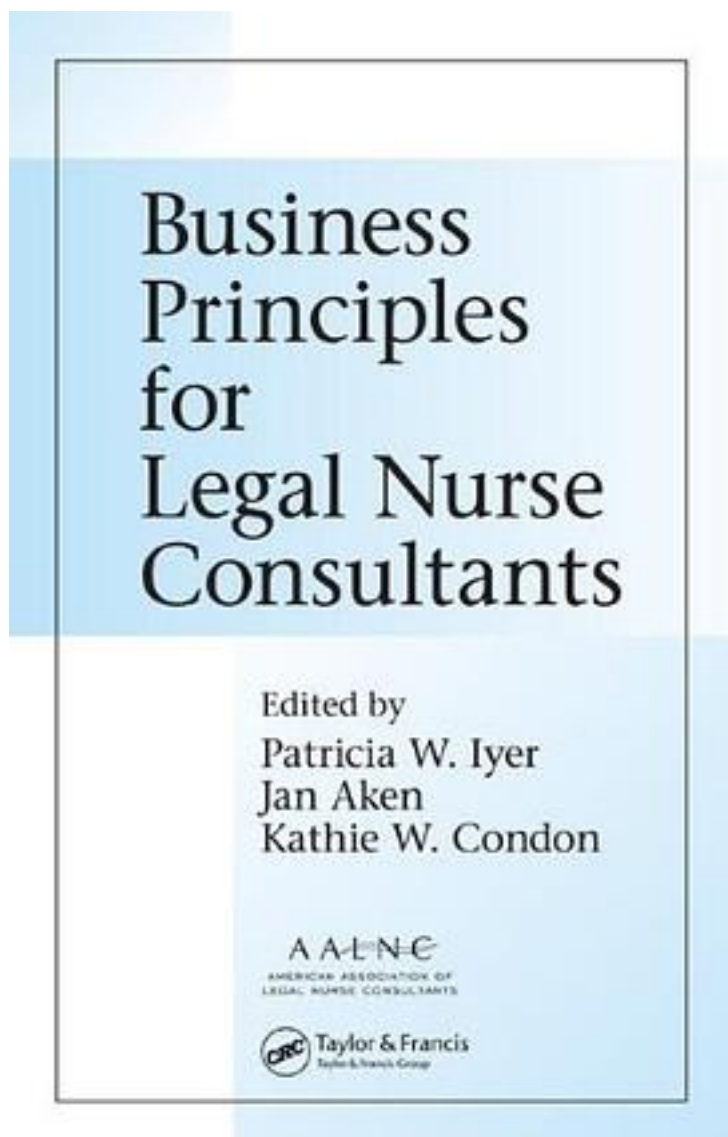


Business Principles for Legal Nurse Consultants



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Being a Legal Nurse Consultant is your calling. You love what you do. You are ready to go into practice for yourself. You have the education, the drive, and the ability - but is that really enough to succeed? "Business Principles for Legal Nurse Consultants" is an invaluable resource developed under the auspices of the American Association of Legal Nurse Consultants (AALNC) that can help you along the way. The editor taps into the collective wisdom and experience of LNCs who have already built their own thriving practices. These trailblazing professionals reveal the secrets of their successes and the pitfalls they encountered through chapters that illustrate how to: develop a straightforward, comprehensive business plan; cultivate the precise marketing mix that gets results; engage the right technology for your web site and office needs; effectively manage finances, employees, contractors - and change; build and maintain beneficial client relationships; leverage what you know to become a successful expert witness; and, deal with that potential minefield known as ethics. While these issues may seem overwhelming, they don't have to be. "Business Principles for Legal Nurse Consultants" is an essential single-source guide that can help you navigate through the details so you can get on with your career!

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