
Expert News

The Practice Building Newsletter for Expert Consultants October 2005

- | | |
|-------------------|--------------------------------------|
| * MARKETING BRIEF | Networking - The Key to Your Success |
| * TRAINING CENTER | The Expert Witness Handbook |
| * EXPERT EXCERPT | Build Your Network of Attorneys |
| * LEGAL LEVITY | Legal Wit |
| * BONUS TIP | Benefits of Networking |

**You *can* successfully market your expertise without
sacrificing your integrity.**

MARKETING BRIEF

Networking - The Key to Your Success

The number one question expert witnesses ask is, "How do attorneys search for and find expert witnesses?"

The answer: Although Internet searching is steadily increasing and the use of print legal publications has declined only slightly, referral, especially from one attorney to another, has remained the primary method used to find expert witnesses.

Expert witnesses sometimes feel that they can simply advertise their way to success. To keep your name and capabilities in front of prospective clients you should list in various publications, both print and Internet, and possibly have a web site of your own. The most important thing you can do for your litigation support practice, however, is to "network."

Networking is defined as trading on established relationships and the exchange of information among individuals, groups, or institutions. For expert witnesses, networking provides two benefits: 1) You meet prospects and referral sources, and 2) it provides you an opportunity to demonstrate how well you communicate and what it will be like to work with you; in other words, they get to know you.

Networking Avenues:

- Inform your immediate circle. Ensure that your accountant, banker and other service professionals know that you are available for litigation consulting. Tell your family and friends.
- Cultivate referrals from your peers. Stay in touch with former co-workers. At your trade or professional meetings, inform your peers that you are engaged in litigation support.
- Build relationships with other expert witnesses. Become acquainted with as many people as possible and develop strategic alliances.
- Trade business with your competitors. When you cannot accept a case, consider referring the case to another expert in your field. Don't wait for an associate to refer business to you and then reciprocate; you can start the exchange.
- Network with attorneys. Take them to lunch, participate in their meetings and conferences, attend Continuing Legal Education classes on your subject of expertise, teach CLE classes and attend social functions of the legal community.

Maintain accurate records of clients, prospects and referral sources, preferably in a contact database. Make notes of relationships and connections. Send a thank you note each time a person, whether attorney, associate or friend, refers or recommends you. After working on a case, send the attorney a thank you letter, in which you can include a request for potential referrals.

People feel more confident and comfortable with individuals they know or with those introduced to them by people they know. Commit to developing your networking skills and building a referral network. The payoff will be well worth the effort.

- by Rosalie Hamilton, author of *The Expert Witness Marketing Book*
<http://www.expertcommunications.com>

QUOTE

"The one important thing I have learned over the years is the difference between taking one's work seriously and taking one's self seriously. The first is imperative and the second is disastrous."

-- Margot Fonteyn

TRAINING CENTER

The Expert Witness Handbook

The Expert Witness Handbook by Dan Poynter is not just for engineers, doctors or city planners. It is for every expert consultant who wants to serve more professionally and more successfully.

First published in 1987, **The Expert Witness Handbook** has been completely revised to reflect new law and new thought.

"A reference for the seasoned litigation consultant and a valuable introduction for the neophyte expert witness." - American Consulting Engineers Council News

To order your copy for \$39.95 please visit www.expertcommunications.com/products.htm (it will be the sixth listing under Books - click on title for more information) or call, fax or email using the contact information found at the end of this newsletter.

EXPERT EXCERPT

Build Your Network of Attorneys

When done correctly, networking is one of the best ways to increase the number of cases in which you are retained as an expert.

The first step is to identify who you want to add to your network. Ask yourself, "In what types of cases could I assist?" For example, are you more likely to be hired in a products liability case or a family law matter? In a construction defect case or a business litigation matter? Does our area of expertise lend itself to local matters only, or could you work nationally? This type of self examination will assist you in locating attorneys you should have in your network.

Bar Associations and Free Online Resources

To locate local attorneys in your practice area, begin your search with bar associations. It is likely that your state has its own bar association, and that the state bar association has within it several "sections" such as "real estate," "family law," and "litigation." Besides the state bar associations, many states have county and even city bar associations. In addition, many states and counties have their own trial lawyer's association. For example, a Los Angeles plaintiff's attorney could be a member of the:

- California State Bar
- Los Angeles County Bar
- Beverly Hills Bar
- Consumer Attorneys of California (state plaintiff's bar)
- Consumer Attorneys of Los Angeles (county plaintiff's bar)

Attorneys may also be members of national bar associations such as the American Bar Association (ABA), the Association of Trial Lawyers of America (ATLA), and/or the Defense Research Institute (DRI). There are also a large number of "specialty" bar associations, such as the "National Association of Criminal Defense Lawyers," the "American Intellectual Property Law Association," and the "Education Law Association" to name a few.

Use Internet search engines such as Google (www.google.com) to find the names of bar associations in your area and then visit their websites. Bar association websites are a valuable place to find information that can assist you in building your network. Most include a membership roster and information such as practice areas about their members.

Information about attorneys can also be found on Martindale Hubbell © (www.martindale.com). This site has an excellent search feature that allows you to find attorneys in your area. Using their free search engine, you can create narrow searches for attorneys with a particular practice area (such as aviation), and/or attorneys in your city or state. In addition to sites like Martindale Hubbell, many large law firms include information about their lawyers, including their practice areas. And, although they are less precise, general search engines such as Google can also be useful.

Jury Verdicts

Jury verdicts provide an excellent source to find attorneys in your practice area. Jury verdicts are available online (through sites such as "Jury Verdict Review and Analysis" www.jvra.com) and through many legal newspapers (such as "The Daily Journal" www.dailyjournal.com). For a fee, many jury verdict companies, such as Verdict Search (www.verdictsearch.com) provide a service where you can order summaries of cases with specific fact patterns (e.g.: accounting malpractice). Usually these verdicts include the attorneys' contact information you can use to build your network.

Going Where Attorneys Are

Once you have figured out who you want to target, the next step is to put yourself in a place where you can get to know those attorneys. Bar association meetings, conferences, and networking events such as golf tournaments are excellent places to meet attorneys, and many allow non-attorneys to attend and/or sponsor these events. Bar association websites provide a good resource for information about such events. For example, on the Defense Research Institute's website (www.dri.org), experts can learn of an environmental law seminar. On the Florida State Bar's website (www.flabar.org) one can find information about the upcoming real property seminars. The Illinois Trial Lawyers Association has information on its upcoming golf tournament on its website (www.iltla.com). Those interested in meeting attorneys from these associations would benefit from attending.

To establish yourself as *the* expert on the subject, and to meet attorneys interested in your subject matter, investigate the possibility of teaching continuing legal education courses (CLEs). Attorneys are required to take a minimum

amount of these courses. If the class relates to your expertise, you are ensured a class of attendees who are your prospects. Bar associations and many private companies provide such classes. One would be wise to inquire to bar associations and/or private companies such as Glasser LegalWorks (www.legalwks.com) about their policy on teaching legal education seminars.

You can also meet attorneys volunteering your time to be the on-stand expert for trial advocacy courses at law schools and seminars.

Put yourself in a position to meet attorneys, allow them to feel comfortable with you and grow your network. More case retentions will result.

- by Jim Robinson, Esq., President of JurisPro, Inc. <http://www.jurispro.com>

SPEAKING SCHEDULE

Rosalie Hamilton will be speaking:

June 22-23, 2006, SEAK, 15th Annual Nat'l Expert Witness Conference, Hyannis, MA

LEGAL LEVITY

Legal Wit

Jim Boccardo was a living legend until his death in 2003. Arguably the most successful personal-injury lawyer in the city (and possibly in our part of the state), his memory still evokes strong reactions: admiration, respect, fear, jealousy, even dislike. All that was recalled Thursday at a program on Boccardo hosted by the Bench and Bar Historical Society of Santa Clara County at Lou's Village, one of his favorite haunts. But perhaps the best illustration of the King of Torts' flamboyant style came from former colleague Dick Alexander.

They were suing Ford Motor Co. on behalf of clients who claimed they'd been burned in fires caused by its vehicles, but as the trial was about to begin, the zipper of the fly of Boccardo's Brioni suit stuck open. Alexander explained this to the judge, who agreed to allow Boccardo to make his opening statement from a seated position. But when the trial began, Alexander recalled, Boccardo couldn't resist the spotlight.

Striding to the center of the courtroom, Boccardo began, "Your Honor, I apologize. I've had a zipper malfunction on my suit. It must have been made by Ford."

Great line but for a better one issued a nanosecond later by opposing counsel Bernie Allard: "Well, Jim, at least it didn't catch on fire."

-- San Jose Mercury, October 7, 2005, by Leigh Weimers

BONUS TIP

Benefits of Networking

Networking is defined as trading on established relationships and the exchange of information among individuals, groups, or institutions. Develop your networking skills, and your chances of becoming successful increase exponentially. You will also become a better communicator, meet more people, broaden your horizons, and feel the satisfaction of helping other people too.

EXPERT COMMUNICATIONS

- * Legal Marketing Analysis and Planning
- * CV/Resume Risk Assessment and Review
- * Directory Listing and Advertising Recommendations
- * Public Relations Management
- * Target Prospect Identification
- * Editing and Ghostwriting
- * Website Creation, Analysis and Remodeling
- * Training Seminars and One-on-One Communications Coaching
- * Legal Marketing Conformity Liaison for Firm Marketing Directors

For more details about personalized help with legal business development, call us at 727-467-0700.

FEEDBACK

"You put me over the top! I implemented your recommendations and saw a real nice increase in my business from following your suggestions." - Civil Engineer

"You CAN NOT GO WRONG in working with Rosalie. She is very good at what she does, and she can direct business to you." - Medical Expert

(Editor's Note: We are very aware of the sensitive nature of legal work and protect our clients' right to privacy and confidentiality at all times. For specific feedback, please call us)

FINE PRINT

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