

LNP 228

How to Attract Attorneys to You Hugo Garcia

Pat: Hi, this is Pat Iyer with Legal Nurse Podcast. Today I'm going to be talking with Hugo Garcia who is an entrepreneur and a speaker who educates small business owners on the importance of a strong digital presence. He teaches them about how to convert online visitors into customers.

I know from having marketed to attorneys how important it is to have a strong website, to be able to create a list of people who are interested in your services so that you will be able to follow-up with them. We're going to explore that topic in this podcast.

Hugo and I met at a conference earlier this year when he was an exhibitor talking with people about the company that he's involved in which creates websites and so much more.

Hugo, welcome to the show, I'm so glad you could join us today.

Hugo: Thank you for having me, Pat, it's a pleasure. It was really nice meeting you and I've been looking forward to this for a while now, so I'm glad to be on here and thank you for having me.

Pat: You are so welcome. I would like to start with how do you talk about why it's important to have a strong digital presence? Why is that impacting the small business owners? Why can't they just expect that attorneys will find them some way?

Hugo: That's a great question, and one of the things that is really important to remember is that it's not always the best people at what they do who are the busiest. It's the ones who know how to market themselves and who starts with having a strong digital presence.

Nowadays you have to compete with so many people trying to do the same thing. You need to find the ways that make you stand out as a professional, and that includes treating your business like a business, and making sure you have the right foundation. That all starts with your website.

Pat: Hugo, I know that you have been involved in this field for a while and websites have certainly evolved a lot. My first website was in 1996, and it was a very simple HTML site. Now we have got all kinds of options for websites. I know that a certain number of legal nurse consultants are drawn to the idea of going to a site where they can get a template to use and create their own website in a couple of hours. Can you give your thoughts about whether that's an effective way to create a website?

Hugo: Sure. I meet always two types of people, people who kind of don't know anything and are trying to figure it out as they go, and I also meet people who know too much and spend too much time on it. The idea is you're here to help your customers.

I recommend finding a resource or someone to do it. I like to say, "Let someone who is an expert at what they do focus on what they're good at, so you can focus on what you're good at." That makes sure you're available to these calls, customers or doctors who are looking for you.

You probably as an entrepreneur—at least from my experience working with a lot of solopreneurs or people who kind of do everything on their own—have limited time on what they're doing. It almost doesn't make sense to spend too much time on a website.

If you look at some of the websites that people make on their own, they kind of look homemade, and you tend to attract that type of customer as well. If you have a professional website that stands out, looks sharp and makes you look like the expert, then you tend to attract that kind of professional customer as well. They're more likely to work with you, and you can demand higher prices.

If I go to a website, and it looks crappy, and they're trying to charge me a certain amount of money, I don't think that they can. I'm like, "Look at your website. I don't believe that your services are worth that much." If I go to a professional site, I can see this person looks like a professional. They work with a lot of people, and I can definitely see why they charge this much. This is something that I know I need.

Pat: Suppose I'm an attorney looking at a legal nurse consultant's website, how would I know the difference between something that looks

homemade versus being professionally completed by a website professional?

Hugo: That's a great question as well. It all starts really with the positioning of the information. You've got to remember websites are like dating; people know within the first seven seconds if they want to move forward with you. At a glance, information needs to be available to the user, say the lawyer or the doctor, and they need to be able to see the information that they're looking for right away. People are used to instant gratification and don't like wasting their time, so at a glance information needs to be available.

Most of the time when people are building websites, they're thinking of what they want it to look like, not necessarily of how easy it's going to be for the user to find what they're looking for. That's what is important, to make sure the website has a layout or a format where at a glance everything is available to them. They know what you do. They know what services you provide. They can see who you are, and everything is reflected there on the website.

Pat: You brought up a good point that sometimes when we go to legal nurse consultants' websites there is a description about the person, but there's no picture. Do you have any kind of a gut reaction if you are looking at a website in terms of expecting to see what the individual looks like who is running the business?

Hugo: That is super important. Websites are highly image driven. Think about it on a different level. I just recently moved to New York, and when I was looking at websites or ads for apartments, I did not waste any time looking at those places that did not have any images of either the apartment being occupied, the apartment unoccupied. I need to be able to see what everything looks like and envision myself that this is an actual legit listing. Especially for this particular field, people work with you because of who you are. They have other options, but they choose you because of your personality, your warmth, and your likeability.

If you're not having any images of yourself on there, how am I supposed to connect with you?

How do I know if you're even a real person?

These are the things that you've got to keep in mind because people have very limited motivation, and you have to give them a reason to want to move forward with you.

One of the things or trends that I've noticed, especially with the popular websites, is having beautiful images that cover the edge of the screen to the other edge of the screen, screen-to-screen imagery. What takes that to another level even is having a video playing on the website.

I just looked for a daycare for my son actually, and we were looking at different places. The websites were kind of like whatever, and then I found a place with this nice video playing. I decided to click on it because it wasn't playing out loud. I then just saw testimonials of families about how wonderful their kids' experience was. I saw a couple of clips of the kids playing at the daycare, all the little activities that they do and the little snacks that they provide. It just made me feel a connection with this daycare, so I obviously moved forward with them because they had more personality on their site than other people. I think that's what people are looking for right now because your website is a way of building rapport before they actually even meet you.

Pat: What would your reaction have been like if you walked in the daycare and it was a stock video that you were looking at and it didn't match what you actually saw in the building?

Hugo: I would be extremely disappointed. That would be heartbreaking because that's exactly why I move forward. I think you brought up a good point. It's a really important thing to make sure that who you are and the services or images that you provide on your site are true to what you offer. Having that honesty is key. Even if it's a small hole-in-the-wall restaurant, if that's the images they have online, but they have great reviews, and they have a really nice site, it still makes that extra effort to look professional. I would be open to going into that place.

It's very important to keep a consistent message and to prove that you're a real business by having honest photos and honest videos. People want to be able to connect, and I think that's why businesses

like this get business because they can connect on a more personal level. It's important to do that with images and videos.

Pat: Tell us about what you think is necessary in terms of the pages of a website?

Hugo: SEO, one of the major components of it is the content that you have on a page. Pat, a lot of people don't know how many words they need to have on their homepage and how many words they need on every other page after that. Those are things that are constantly changing. One week Google will say it's 350 words on the homepage and then the next three months it could be 400 or 450. It's an ongoing changing game.

On top of that, most people don't know that they need to update their website three times a month at least to be recognized as a real business. If you just have a stagnant website that is just up there, it's not going to get you far with SEO. It's like having a Ferrari with no engine. It looks pretty but it's not going to go anywhere.

A lot of times a lot of business owners don't know, so (they say) "Hugo, you're telling me I have to update my website three times a month. How do I do that?" Well, blogs. Blogs are one of the best things that you can possibly add to your website for SEO. The reason for that is not only are you able to update your website consistently, so more than three times a month possibly if you're writing consistent content, but also it lets you sneak in repeating keywords.

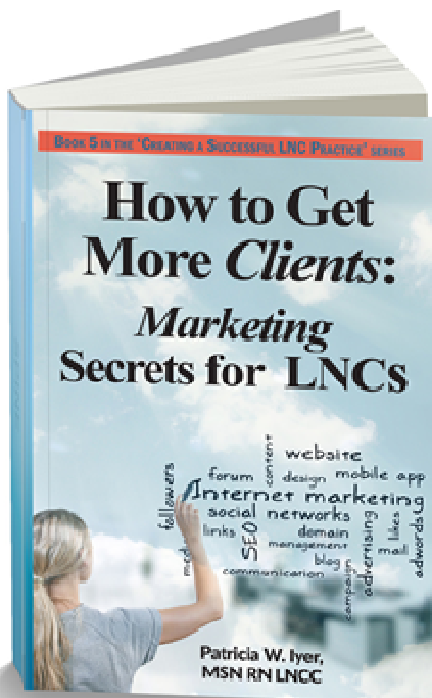
Now a lot of times keywords are very difficult because you can't repeat them too much inside of your original content on your site, but you can add or find ways to add more of the same keyword through a testimonial for example and through a blog post as another example.

Say I was a photographer and my website says, "Hugo grew up and decided to be a photographer. He got inspired by famous photography and so on..." Now I can't use those keywords too much without sounding repetitive, but then I can have a testimonial with the word photographer highlighted and it can say something like, "This is what Pat Iyer said about Hugo: He's the greatest photographer I've worked with in LA," or another person could say, "As far as wedding

photographers go, Hugo is the go-to guy." These are ways you can sneak in SEO keywords into your testimonials.

On a blog post, you can talk about other photographers if you want to, like photographers that inspired. "When I grew up, my uncle was a wedding photographer," and I could write about that. That includes the keywords 'wedding photographer' and a whole bunch of other stuff repeating it in my website. It's not redundant in the sense that Google knows it's a blog post and it's content that I'm creating and giving to my followers or my people who are actually engaged on my website. It's important to keep up with those trends and it's difficult to do that while you're managing a business as well.

Pat: Well let's lay a little ground work and talk about what is SEO. I know you have used the abbreviation but some of our listeners probably don't know what it is and don't know why it's important. Let's go through a little bit of that piece so that it helps our listeners who are at a more basic level.



This is Pat Iyer. Want to create or improve your LNC website so you can attract the right attorney client for you? This is a topic I covered in my book, *How to Get More Clients: Marketing Secrets*. You don't have to figure all of this on your own. One of my newest books ramps up your knowledge of marketing with four sections: marketing foundations, marketing online, marketing with stories and marketing with exhibiting.

It is part of my *Creating a Successful LNC Practice Series*. You may order this book at <http://LNC.tips/creatingseries> and we'll ship it right to you. You can get a 25% discount on the book by using the code LISTENED, which tells us you heard this podcast. Let's continue with the show.

Hugo: In case you aren't familiar with it, SEO does stand for "Search Engine Optimization". It has to do with the likelihood of someone being able to type in keywords to find you. Keywords can be the service that you provide along with the area that you cover. Each page on your website can get up to three or five keywords that you work with.

The way SEO works is Google looks at multiple businesses and it rewards those businesses that put in the extra effort to stand out and provide more information for customers. For example, you can have a website (a lot of people) that is mobile friendly and that's an extra step for SEO. You can have really good content.

- How do you become competitive?
- How do you stand out?
- How do you get Google to rank you higher?

There are several aspects to SEO, and they're incorporated. You have headings, which is what you title certain articles or certain parts of your website. There are the headings on how you title your images, so when you upload an image, like say you take a picture and you want to put it on your website. Most of the time images have a stock name like "IMG034" or whatever. You want to actually change that to the keywords that you want to be found by. That's another way to work on SEO on your site. If you're a legal nurse, maybe the picture can be a legal nurse documentation. You can have that image, name that and that's another way to put in keywords.

On top of that there's also what we call backlinks. Backlinks are really cool because a lot of people wonder why all the time bloggers make money.

How are these bloggers making money and how are they getting all of this free stuff?

Why are they getting all of this free stuff?

Google actually ranks businesses with backlinks a lot higher because what backlinks are, are links that send people back to your website.

Let's say I'm a skin therapist, and I'm reviewing all these facial treatments, and skin treatments. A company reaches out to me and says, "I want you to review my product and I want you to create a blog post for it." Me as the blogger, I will review this product and of course I will add a link, this backlink, that sends people back to this product's page when I'm writing my blog post. Me as a blogger, I've generated a following. That's my value to this company. Say I have half a million followers and then I'm writing this post, sharing my posts to my followers where they now have access to this link.

Now when Google does a crawl and it's looking at all the skin products out there, it's going to see these two skin products are the top products. They both are on social media (social media is a whole other animal for SEO as well). Their websites have SEO and it's all done nicely, but this one skin product that did the backlink for the blogger because of the ranking and how high the following is for this blogger, this backlink pushes them up on the rankings.

The more backlinks you have, the higher you can rank. There are very simple backlinks like the directories or publishers that you can list yourself under like Facebook Business, Google Business, Instagram Business, and Google My Business account. These are all places you're creating links that can send people back to your site. Google sees these and recognizes them as backlinks that they can use. If you're not even doing just those at the bare minimum, you're already a little bit behind as well. SEO encompasses the backlinking. You're talking the keywords. You're talking the social media aspect.

I used to work for American Airlines and we had a team of 10 people literally just responsible for answering complaints or people bad-mouthing the company on Twitter, Instagram or Facebook. Our goal was if someone say posted a mean tweet, we would respond, apologize and offer them a free upgrade, a free flight or something to help them remove that bad ranking because Google also pays attention to social media. Just having social media is not enough. You have to be engaging with your customers. This is why influencers who are YouTube famous or Instagram famous are so popular with Google and making money with them because they are so engaging with their audiences.

Growing up, Robin Williams was one of my favorite actors. I can never talk to him. It would be impossible. I would have to bump into him on the street for me to have some sort of engagement with him. These influencers on YouTube or Instagram, these are people that if I commented enough or message they respond to you. They acknowledge your comment. They like it, or they say, "Thank you." The fact that they're engaging with the customers is the difference. That also helps boost your SEO.

You need to stand out against your competition. If you have social media, reach out to people. Look up and use the hashtags. Those are free leads for you. If you look up the hashtag "#legalnurse", I'm sure you're going to find other people who are either in the same field or are looking for that. You can comment "Hey, come check out my website" or "Hey, if you ever need assistance, please let me know. I'm in your area."

These are things that you need to be doing to stand out and have Google see that this business not only has an SEO friendly website, they're engaging online as well on social media. That's how you prove that you're a real business too. If you're just Joe Schmoe's Office and you're not doing anything, how does Google know you're real? American Airlines, which is a legit business, is doing a great job on their website, has great content on their blog, is super active on social media.

You need to have all of this to really stand out against everybody. The more you have under your belt, the higher you're going to rank and the easier it's going to be for you to stand out against your competition. A lot of times people fear that it's a lot of work and it takes a lot of time. It's really not hard. It's just committing to it.

Pat: I had a conversation today with somebody who is in my coaching program and she was telling me that one of her colleagues had a person creating blogs for her. It was an effective use of her time to delegate that because this individual felt to write a blog would take her all day. I was kind of shaking my head trying to understand that because I can write a blog in 45 minutes or maybe an hour from the concept to the images, but I've been doing it for 10 years.

What do you say to somebody who says writing a blog will take too long or posting on social media will be too time consuming or I don't have time to tweet, or whatever the function is that's important that you have just defined as being important for presence? Is there a way to make this whole process easier, more efficient and less time consuming or are those just myths that it's not time consuming?

Hugo: It just depends on how active you want to be. I'll give you the example of Kylie Jenner. She's not doing everything herself. She is doing a lot but probably not everything. She's not the one writing up the content on her blog. She's not the one coming up with the concepts for the makeup. She's just the face and she knows how to market.

Pat: Very well too.

Hugo: Exactly, and so I want people to know that you get into something what you put into it. You get what you put into it basically, and so if you aren't the strongest blogger then you hire someone who can blog. If you are the only one who knows about that topic, I would shy against that. If you are the expert, and it only comes from you and if you don't want to write, film a video or do a blog, avoid the subject. We're in 2018 where people are literally subscribing on YouTube to influencers.

I have a bunch of people I follow on YouTube who do meditations and provide breathing exercises. These are not audio. These are visual and sometimes that's even more entertaining because you get to connect with people. I would rather someone especially who works with me personally on a personal level connect with me and see my face and get away from this fear of not being accepted online.

Everyone online is a bully regardless of whether you're doing amazing work or not. I've gone on Tony Robbins' page, and he gets ripped by everyone. Some people really swear that he's a great person and does really help, and then you also have the people who despise him and really tear him apart online. There's no in-between.

You're going to have to, I think, in any business build thick skin because you got to realize that you're doing something that you love and you're fighting for your own business here. This fear of failure is something that a lot of people have lingering, or maybe it's a fear of

success or however you want to see it. For me it's like a lot of times people fail at what they hate doing so you might as well fail at something that you enjoy, or you love to do. I think that you make time for what's important.

I have a son. I'm bi-coastal. I live in New York and he lives in L.A. I'm constantly flying back and forth to see him. I also speak at different conferences. I met you at a conference. I am probably constantly trying to squeeze things in, and I make time for what's important. That's what it comes down to. You make time for what is important.

If you're going to have a business, you need to treat it like one and make time for what is necessary for you to do. If you don't have the time truly, there are sources out there that can handle those things for you that will take care of certain aspects of your business for you. Maybe not everything, but at least the parts that you shouldn't be worrying about, which is the technical side. You're more there for your services, not necessarily the social media and the SEO website part. Those are things that you can easily delegate to other people.

Pat: I think you're stressing a really great point. Many legal nurse consultants who are in that solopreneur category that you are describing are so used to doing everything that it's hard to think about delegating, trusting other people, and using resources of skilled individuals who know a particular area well and can be trained to be of value to helping that business owner.

Hugo: Yeah. When you are signing up for a gym and you really want to get the most out of it, it's probably smart to get a trainer if you have never used any of the equipment before. I can't tell you how many people expect to just show up at the gym every day and hit their goal immediately. If you're not familiar with how to use the machines there, if you don't know what aspects of your diet you need to change, if you don't realize that you have to focus on 100 percent of your body and not just the parts you want to fix, if you don't have someone to train you to do all this, then it's going to require a lot of time on your end to learn all of this.

You have the option. Do you go and research as you're paying for this gym membership or do you really take advantage of it and have a

trainer train you and kind of hold you accountable, and force you to stick to what your goals are?

That's kind of the other thing that comes with delegating. A lot of people are like "Well, if something happens..." Well this is kind of holding you accountable. This is like "All right, now I have this person here working with me. I need to keep up my end too." That in a sense also helps push people and I think that's important.

I just got a trainer at the gym and I've noticed more in six days with him than in five months at the gym without him. A lot of it comes with me probably being a little lazy but knowing how to use the machines properly is a big help. The thing with small business owners, even myself when I first started, is the lack or the fear of losing a little bit of control. For me, that's what it was. It was like "Knowing is going to do it as good as me maybe" or "I want to be on top of everything." It's (important) if you ultimately want to grow your business to a business that's bigger than who you are where you reach more people than just your clientele.

As a small business owner, I can help maybe 10 to 20 people a month, but as an actual company owner who's spread out and does more, we can have thousands of customers. I guess you also have to ask yourself where you see yourself, what is your goal and where do you want to go.

Pat: Tell us a little bit about Shore, how people can find out more about you and what does your company do?

Hugo: They can go to www.shore.com and we actually do three things at Shore. We build websites. We build mobile apps and we also offer an online booking software that works as a CRM.

Pat: And the CRM means what?

Hugo: CRM stands for "Customer Relationship Management". This actually ties hand-and-hand with the website because a great website is awesome, but it's almost useless if you're not able to capture people's information. You need to be able to have an opt-in or an appointment setup so that you can capture people's emails, mobile numbers and their names. There are people who are interested in working with you

but if you don't have that ability to capture the information then how are you ever going to know?

There are two types of customers. I don't know if you have ever heard the green strawberry and the red strawberry story?

Pat: I have not. I'm interested.

Hugo: There are two types of customers. There's the green strawberry and then there's the red strawberry. The green strawberry is the person who is not ready yet. It's not ripe. They want to work with you. They're interested. They have been to your site, but they're not going to move forward right away so maybe something like an opt-in to a newsletter or some free information would be something that you can use to nurture this green strawberry.

Then you have the red strawberry. These are the ones that are ready to pick, the ones that are ready to act and move forward. They want to contact you. You need to also have the tool to set something up to speak to them and that starts with the online booking. That's why our software works so hand-and-hand with the website in being able to capture people's information at the time that they're at your site and then having them make an appointment when you're available.

Nowadays I see a lot of websites with contact forms and people are like, "Yeah every now and then I get a person messaging me but it's okay. It's not that great." Well think about it with contact forms. I work from 9:00 to 6:00. At the time I get home, which is usually like 7:30. I have dinner with my son and put him to bed. By the time I'm filling it out it's probably like 9:00 or 10:00. Chances are you're not working at those times, so you won't get back to me until the next morning at 9:00 probably when I'm already at the office at work again where I can't reply to you right away. We're doing this constant back and forth of planning a time, and you're missing out on that opportunity, so that red strawberry that was ready to move forward.

You know what happens to a strawberry after you take too long? It diminishes. It becomes mush and so if you don't give them the opportunity to be picked, you're going to end up with a bunch of mush. If you really think about it, if you have a website, how many

customers have you already missed out on because you didn't cater to the green strawberry and you didn't cater to the red one?

Pat: That is a great point, Hugo, and I appreciate you bringing that up. I so appreciate you being a part of our show and sharing your expertise with our audience.

Hugo: Yeah, I appreciate you having me. I'm always happy to help out. My mom was an entrepreneur and she didn't always have the tools available for her and I think that's what inspired me to work with small businesses in particular and do what I'm doing, to be able to provide those tools and that knowledge. If you empower people, it's amazing what they can do and so on. If I do this for two people and they go on and do it to others, it's a beautiful thing.

Pat: It is fabulous. Thank you so much. You have been listening to Hugo Garcia on Legal Nurse Podcast. You may reach him through www.shore.com, a company that specializes in websites and customer relationship management as well as online booking.

Tune in again next week for Legal Nurse Podcast and thank you for being part of the show.

Hugo: Thank you Pat.

That is it for now. Grab your copy of How to get More Clients, my book on marketing, at <http://LNC.tips/creatingseries>.

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