

Business is Great! Business is Terrible!

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The ebb and flow of your forensic practice can be tough when things slow down. It can feel like it won't ever get better again. Anxiety is a natural and common reaction. Relax. Life just got better during a slowdown. Turn your time to tasks that pay dividends.

Work It to your advantage

- Review your CV, style it differently, add current experience, presentations, new credentials or professional memberships. Post the new version everywhere your CV is provided (in directories, on your website.)
- Add something new to your website: for example, FAQs serve multiple functions. You educate, demonstrate what you know and can do, and discuss med-legal information knowledgeably.
- Update your photos.
- The most powerful tool of all, however, is to add more / new writing about what you know. That's what attorneys are there to find out, and it should be the easiest information to find on your site. E.g. an article on pain medications and mood change, after a traumatic experience such as a motor vehicle accident. The tie-in with a common (or uncommon) type of lawsuit is a powerful marketing technique. Identifying these tie-in topics between my client (experts) and their client (attorneys) is the cornerstone of my own practice because it is so effective.
- Review marketing data and respond fluidly. Is there a correlation between spikes and dips in web traffic and incoming case calls? Where do

attorneys tell you they found your name? Time to beef up that source—with an enhanced directory feature, AdWords campaign, or public speaking.

- Pursue more education in your field of expertise. Forensic-centric CME/CE offers credits and information.
- Consider Board-Certification or credential programs in forensic specialties.
- Catch up on peer-reviewed Journal articles. Staying current is part of your job description.
- Read up on legal procedure related to expert witnesses.
- Attend a Bar Association meeting.
- Join professional organizations. Join local attorney groups.
- Attend a conference or regional meetings for any organization that is relevant to your practice.
- Pursue speaking engagements.
- Trends in litigation are real. Watch the news and hear what attorneys are saying.

For example, Asbestos cases continue to generate litigation. Out of control wildfires are generating litigation as questions of liability by utilities are raised. Sexual Harassment suits respond to the #metoo movement. “The Opioid Crisis” is real and when a doctor questionably prescribes, or overprescribes, a med-mal case is born.

In companion article, [Marketing Refresh 2.0](#) learn more about how to handle lagging marketing results. You’ll have time for it when business lightens up!

Don’t forget the bottom line. Do you need staff to make you more profitable or is staff draining income? Why?

Review your office support practices. Is it time to upgrade your billing software? Consider software to improve efficiency in handling electronic

records, for example. This is a good time to research a higher capacity printer for those thousands of pages of records on DropBox, get advice about a PDF editing program and how it's used in med-legal work. Are you and your attorney-client on the same page—literally?

What do the numbers say?

Take stock of your billable hours and receivables. Touch base with the person doing marketing (or yourself) to review analytics (data) about potential clients' online behavior in finding you. Put it to effective use.

Set a new goal.

Make a goal for the next stage of your practice and a plan of action.