

Private Marketing Consultant, ForensicExpertPro. I develop strategies for forensic expert witnesses to acquire more cases and improve the profitability of their practice, with additional emphasis on Forensic Psychiatry, Psychology and mental health practice. Soup to Nuts. Goal: maximize every stage of practice development to get the expert more work and improve the bottom line. Collaboration is my priority to put a plan into action. (2017-Current.)

Marketing and Practice Manager

Stephen M. Raffle, M.D. & Associates (2007-2017.)

Summary of Experience

Marketing. ForensicExpertPro develops strategies specific to each forensic practice. The marketing and practice design carried out for Stephen M. Raffle, M.D. is an excellent exemplar of services provided to my clients. Results are specific to Dr. Raffle and results may vary.

Raffle Practice:

Design and execution of a game-changing marketing strategy, from the ground up. The plan drew a tighter path the client's first call to retention of the expert. A hand-tailored marketing message to target clients enabled expert to hand-select cases. A systemic "whole practice" approach adapted and adopted business methods focused to cement client goodwill to improve gross and net income. Techniques are informed by 30 years' experience in law and forensic psychiatry.

- 60% growth in billable forensic hours, maintained year after year even as client base fluctuated.
- Quality and volume of inquiries increased, pre-sifted by the marketing plan for the expert's unique experience and expertise.
- Premier website consistently outperformed competitors, by client report and market research. Clients emphasized the site's communication about the expert and ease of use.
- 1st and 2nd page Google, Bing and Yahoo search results from a focused Search Engine Optimization (SEO) strategy.

- 90% of new client inquiries originated from the website and related marketing platforms.
- Prominent online presence cultivated by showcasing the unique skills of this expert to a target client: written profiles and graphics were developed for multiple marketing platforms and selective use of social media, producing boosted name recognition and attorney calls.
- Marketing results were routinely energized, using real-time analysis in online venues, and a fluid adaptation to user behavior data.
- Repeat business, goodwill and client loyalty were promoted by a case management system developed to specifically and proactively support the case management methods of clients.
- New cases from existing clients were generated by a personalized promotional gift program to reestablish and reinforce dormant professional relationships.

Forensic Practice and Case Management. Practice, case management, and business systems, across the board, are integrated and streamlined for consistent client service and ROI, from timekeeping strategies to software recommendations.

Legal Case Manager and Paralegal Experience. Sideman & Bancroft; Arnold & Porter; Dudnick, Detwiler, Rivin & Stikker, LLP; Greene, Radovsky; Shartsis Friese. (collectively 1985-2007.) Practice focus: Estates and trusts, probate, personal injury, tax, civil litigation, contracts.

Digital Expertise. Digital Photography and visual design (Photoshop,) software and hardware assessment, data-mining (Google Analytics, Web-Stat), introductory and depth-training in business-support software.

Education. BA Interdisciplinary Social Sciences, Magna Cum Laude, BA Women's Studies, Magna Cum Laude; Teaching Credential, San Francisco State University.

Beryl Vaughan is not an attorney nor a doctor; she is not licensed to practice law or medicine. Ms. Vaughan is an experienced marketer in the legal and litigation support professions, including promoting the practice of expert witnesses.