

THE  
**MAIN STREET**  
**AUTHOR**  
PODCAST

and Special Guest



Julie Steinbacher

WITH **MIKE CAPUZZI**

# **An Important Note About This Transcribed Interview**

The following transcription was created by transcribing a telephone interview audio recording. Although we have done our best to ensure an accurate transcription, in some cases it is incomplete or inaccurate due to inaudible passages or transcription errors.

It was created as a courtesy to my Main Street Author Podcast listeners and as a supplement to the actual audio recording—for use by those people who prefer to read the interview and for individuals with hearing challenges.

It is not perfect. Please do not let these imperfections get in the way of the value of the content contained within.

Thank you in advance.

Mike Capuzzi

**Mike Capuzzi:** Welcome everybody to another insightful episode of the Main Street Author Podcast, the place to inspire local business owners to author, publish and leverage their own short helpful books, or shooks, as I call them. Today I'm excited and pleased to be able to have a conversation with yet another long-term friend, colleague, client, business partner, all-around very smart businesswoman, Julie Steinbacher. Julie, welcome.

**Julie Steinbacher:** Oh, thanks Mike. I'm happy to be here.

**Mike Capuzzi:** So Julie, give everyone an overview of your various businesses.

**Julie Steinbacher:** Oh, sure. So I am an elder care and estate planning attorney. I have offices in State College and Williamsport. I also own a coaching practice called The Million Dollar Solution where we help attorneys get the lives and practices that they want. I also own a personal care home, so that's one of my newer adventures that's been a lot of fun. I took an old elementary school and turned it into a personal care home, so lots of fun.

**Mike Capuzzi:** Yeah, well that was quick, because for all that you're doing, that was a good 30-second overview. And they're all very complex, very profitable, very successful businesses. I'm always kind of bragging about you and all that you guys do up there in Pennsylvania, northern Pennsylvania. So listen, you have been an established serial author, I know you've done a lot of books over the years. Tell me a little bit about your various books that you've written, when you first wrote one, and if you don't mind, really establish why you decided to make the time, money, energy, investment, to become an author.

**Julie Steinbacher:** Yeah, Mike, I think that the first book I wrote was back in about 2005, 2006, and it was really about the Pennsylvania trust law changing. And I knew at that point in time, I didn't know as much about marketing as I do now, but I knew at that point in time to get out in front of other attorneys, to credential myself with other people, that writing a book would be the best thing to do. And so I did that; it took a lot of time and effort, that first book, and it was very scholarly, that book. It was designed for other attorneys to use, but it certainly did exactly what I thought it would in my practice. It really established me as the expert in trust law in the state of Pennsylvania. And that was just really, really helpful to my practice to get referral sources to refer to me and make me known as the best in trust law.

**Mike Capuzzi:** Right. And can you give a quick overview, of the various types of books you have authored and published for your law practice.

**Julie Steinbacher:** One book was a collaborative book with other attorneys that were part of my mastermind group, *Don't Go Broke in a Nursing Home*, and the idea of the book was to be able to credentialize me, to be able to be seen in a different light and use it within our marketing. And so in my law practice, we use that, and that was so successful that we did a second collaborative book called *Planning for the Second Half of Life*, what you need to know to plan for that second half of life. And again, that book was really, really successful.

In our office, we track our clients, we track how they come to us, whether or not they convert an initial consultation. We track their average sale from our perspective, what did they need and what were we able to convey to them that they needed? And what we really found was books were it. Books were a fantastic entryway, both in getting people into seminars and getting people into our office. And interestingly, what we've learned was we would have more people convert, and the reason I think for

that is, they're farther along in the sales cycle because they've read the book. And they read parts of it and they have a reason now to believe what I'm saying, but also to understand it.

If they're going to put that time and energy into it and they come in to talk to me, they're just farther along in the sales cycle. And that was fantastic for us because it allowed us to get rid of some clutter, it allowed us to really just be meeting with people by in large that were ready to move forward.

**Mike Capuzzi:** I've heard you say that several times. I've been to your events where you've talked about that. I know I once wrote down, you were speaking and you said something to the effect of, "Our best clients have come from my books," which I've heard from other Main-Street-business-owners-turned-authors, that a lot of times they'd get some of their best clients, highest value clients that they start with a book-first introduction.

**Julie Steinbacher:** Yeah, absolutely. And at first we really kind of boiled that down, and at first I thought it was just, "well they're coming from referrals, anyways," and that was kind of the first thing we did. But we went back and even tracked people coming out of seminars. So maybe the flyer that we sent out or the postcard that we sent out, said, "Bring this flyer back and get a copy of the book."

So, we tracked any way they came in, even if it was from a different medium first that day, then they were better clients. They converted a higher per average client. And I think they were just, again, I think you can just get farther with them because they're open to hearing what we have to say. And that's so important, no matter what business people are in, we have to get people who are in front of us who are just ready to hear what we have to say, and are not defensive or kind of wishy washy about it. And so I think that's what a book does for us.

**Mike Capuzzi:** It's interesting you say that. I just wrote an article titled "The Power of Undivided Attention," and it's all about the fact that if a reader reads your book—your shook, your short helpful book—you essentially have an hour, two hour opportunity to have a conversation with them. There's very little marketing media that kind of allows that undivided attention, that focus, for that period of time. And it's really one of the sort of hidden benefits of being an author of a book, is this notion of that, hey, even if they don't read the whole thing, but with the shook they can, but even if they don't, there's still this undivided attention. They're focused on your message. So it's interesting to hear you say that. How many books have you published for your practice?

**Julie Steinbacher:** About seven different books that we've done for our practice. And so yeah, it's definitely something that we have really done full force. I think more and more in the future, it's going to be even more important to get through the clutter and have it be a way that people can get to know, like, and trust you before they get into your offices.

I think books are really important. I know sometimes people say, "Oh, well people don't have attention spans," but it doesn't at all matter with the books that we do. Our early books, what we did was we made them so that they could stand alone, different chapters could stand alone, and we made sure they didn't have to read it from beginning to end. But the really neat thing about the shook is it kind of gets rid of all that extra effort and all that extra kind of clutter, and it makes us sit down and write it to really look at what is the essential message, and then they can hear that essential message.

And so I think it's just a really great formula, and we're seeing that with our Alzheimer's shooks, that people are able to sit down and read them very quickly, digest them. But I think some of that magic's in

your formula, Mike, for how they're written and what goes into them. Because it really challenges us not to waste our time and clutter it up with a whole bunch of content, but really think about what is it that this person needs to hear, and I think that that really is beneficial to the potential client that's reading it.

**Mike Capuzzi:** Well, I wasn't going to go there just yet, but since you opened the door, we can shuffle some questions here. Because I want to just further drill down that, because I was just having a meeting outside of Washington D.C. yesterday with a gentleman and we were talking about all this. I'm sure you would concur both as a business owner and as an astute marketer—that attention spans are getting shorter. So having a highly focused message that is chopped up into bite-size chunks like a shook is, is a powerful way. It gets the person to say, “Yes, that short book is for me, and because it's a short book on a topic that I have either a need for a want for, I want to read that.”

Because not only are you a Main Street Author, you've done obviously several books for your Main Street business, but you're also a SMART Publisher, which is a partnership you and I actually have created. Now we're working on our third shook that we will license to other lawyers.

Any other real world insight about the development of the shook from your point of view and how its perceived by your clients, prospects, et cetera.

**Julie Steinbacher:** Yes. So, the development of it, I think the way that you have it organized, Mike, works really, really well. I know when I sat down to do the first shook and I kind of struggled with it, and I was still thinking of this whole idea of a book and this A to Z completeness, and you were able to send to me some bullet points with “think about this, think about this,” and it just fell back together, and that was really helpful, and it really streamlined my process of being able to write it and being able to bring it out of me of what was important.

Because I know my business, but sometimes you need a little bit of a map or a road guide to have somebody tell you, “Okay, this is what's going to be important from this perspective,” these types of things, and I can figure out what they were. So it's really, really helpful.

But also in us licensing it to the members, I think your process is just phenomenal. The way that you work with the individual authors to deal with what they want specifically state to state. But also what they want to make sure that their message, that they're heard in their own way. Yet the format is not changed, and we're able to get it done quickly and efficiently. I think that it's really, really helpful from that perspective.

**Mike Capuzzi:** How do you think a shook is perceived by your typical prospect?

**Julie Steinbacher:** Oh, well, we already hear from our clients. They're so, so appreciative of it. And people are reading it and they are coming in and they're telling me about what they learned in the shook and how powerful and helpful it was to them. So, it really does work in practice the way that you say that it will, which is, it's a bite-sized piece. It's smaller, it's able to be read in an hour, hour and a half. And that's really helpful for people.

They desire the information and they're able to consume it. So to me, to be honest with you, whether I got clients out of it or not, I think it's so valuable to be putting out this important information in the world for people. For me, my clients, they have loved ones who have dementia or Alzheimer's or their family, they're worried about themselves, and this is really, really valuable information that we're able

to get to them in a medium that they're able to digest and find useful.

Now that obviously is beneficial to me because they then come back for more for us to help them, but even without that, what we know is that people are finding the shooks helpful. We're getting thank-you notes. You don't get a thank-you note from somebody unless it was really helpful and powerful for them.

**Mike Capuzzi:** So you don't get a thank-you note when you send someone a brochure, is that what you're saying?

**Julie Steinbacher:** No, I've never gotten a thank you note for a brochure.

**Mike Capuzzi:** Now that I think about it, I don't think I have either. Listen, there's really something about that concept. We've all said salespeople use brochures, experts use books, and people still place a high value not only on printed books, but more importantly on the person who wrote that book. And even today with all that's going on out there, there's still a perception difference, which is why you're 15 years in to publishing books for your practice and you're still publishing them.

Let's segue way, Julie, to all the marketing that you're doing, and you are a marketing machine, and you help other lawyers be a marketing machine. Can you just give me one or two big strategies that where your shook and your books are important for your practice, and how you use them in that capacity?

**Julie Steinbacher:** Well, I mean I can just tell you today, earlier today I was at a seminar. I was teaching other CPAs, financial advisors, about elder law and estate planning. And I was in front of an audience that typically I wouldn't be able to get their phone numbers, their addresses, I wouldn't be able to get any follow-up information. I was asked to speak. So it's not my stage, and my job is to go in and do a good job. But really as an elder law and estate planning attorney, these are my potential referral sources. I want these people to interact with me and know me and I want a way to follow up with them.

So, one of the things that I did today when I was done speaking, I talked about the books in the beginning to credentialize me, but I made an offer for anybody that was there, if they wanted a copy of my book, they just had to fill out a form where I got their name, address, phone number. 75% of the people there requested a book.

Now I have a list of 75% of the people and that translates into big stuff for me because they are potential referral sources that I now can develop a relationship with. So that's an example of one of the things that we do, and it really changes it because I can't sell anything up there, people are very protective of information. But if I wanted to send out my brochure, nobody would want that. But a book, yeah they do, and it's not seen as me being salesy at all.

So, I love that light that it brings me into. Another thing that we do at our office with books and shooks - people just forget the very basics of like press release - just saying, "Hey, I wrote this book," it's out here just doing newspaper ads saying, "Hey, if you want a copy of this book." Just putting it out into the world is really, really beneficial.

We got so much off of the press releases we've done, of just people responding back and wanting a copy of the book and putting it out there, and that puts long term, that puts a lot of potential clients my way. In marketing, we're always looking at things we're doing today to develop more relationships and referral sources, but sometimes in businesses we also want money right now.

What we've found is putting on a postcard, "Hey, come to the seminar and get a copy of this book," not only does it increase the attendance, but it increases the conversion ratio. And so we've done seminars with the shooks and we got a fantastic return on investment. People came in, they got a copy of the shook, they listened to the seminar, they signed up and they became our clients. And so I love the shooks can be used both for credentialing, branding, long-term.

But it also can be very direct response, "Hey, grab this, do this." At our office, even if somebody requests a book, we have a script, we're always trying to get them then right there, right when they're requesting it, before they even read it and get it, to do an initial consultation. Not everybody's going to do that; some we have to follow up on. But there's some examples of both, kind of more credentialing long term, but also the immediate, "I need a client today," that's worked really well with us.

**Mike Capuzzi:** I know you do a lot of seminars, I know you feature the shooks; I mean, you literally picture them in your ads to come to a seminar. As a matter of fact, Jeff Giagnocavo, who you know who was a previous Main Street Author Podcast interview right before you, they're doing educational seminars, but in the mattress retail space, right? So on our podcast interview we were talking about you and the fact that you just make that little simple tweak of literally showing, "Hey, when you come to our seminar, you're going to get this book," and showing the book in the ad. And you'll hear it on the interview, he's like, "Oh, that's a writer-downer, I'm going to do that." Just that simple like, "Oh, I should be promoting the fact that, A, I'm an author and a B, you're going to get this free book when you come to a seminar." It might get a couple of people that maybe wouldn't have come to now come into that seminar.

**Julie Steinbacher:** Yeah, absolutely and again, we also track that, not only do they come to the seminar, they end up signing up for initial consultations and then they end up becoming clients. Like we watch that. And I think that's so important, I think sometimes people use marketing that fills rooms for seminars, but they're not ready to buy. And you don't get a great conversion rate. And from my perspective, if I'm going to spend my time, I want a great conversion rate. And so I think the manner in which we get them into the room is really, really important, and I've never done anything, and I've tried all kinds of stuff, but I've never done anything that really does it as well as a book.

**Mike Capuzzi:** What advice would you give, Julie, to a fellow Main Street business owner who loves the idea of what we're talking about here, but they haven't started yet?

**Julie Steinbacher:** Well, I think first I would tell them to contact you, Mike, and have a conversation with you about it, and use your formula because that really was what did it for me. Even before we wrote this shook, like I said, I struggled with that. Like it was a new topic for me, Alzheimer's planning. But I was really able, your formula I think works really well. You know, honestly I took it on a plane with me. And on one plane ride, I don't even remember where I was going, I was really able to kind of bring my thinking into place. So the thought from my perspective is, don't be afraid to start. It will transform your practice and work with an expert like you, Mike.

As much as I know my practice and I know the value of books and I know how to market, what I didn't know was how to put together a shook that will gain results. This isn't just about writing a book, it's about putting something into people's hands that's going to help them in such a manner that it makes them take action, which is to come back to me. And that's what we really want. We want to help them, and we want them to come to us so we can even help them more. So the advice I would give is just to

call you, Mike.

**Mike Capuzzi:** Well I appreciate that, wasn't as a planned answer but I appreciate that.

**Julie Steinbacher:** Well Mike, I know a lot of people say to me, "How do you do everything that you do so successfully?" And from my perspective, I surround myself with really talented, brilliant people and I rely on experts. And that's what I think people should do. And you're certainly the expert in this, and so why shouldn't they? Don't sit in your office and try to figure it out yourself, because you're going to be sitting there two months from now, figuring it out yourself. And in the meantime, you could have almost gotten the shook done and had more clients. So you know, just to be honest about it, that is how I feel.

**Mike Capuzzi:** Yeah, I think I'll have to take that little clip there, that recording, Julie, send it to all these folks I'm talking to, because it is amazing how people will hem and haw and think about it. And I even just today followed up with a prospect, and he's like, "Well, you know what, I'm going to wait until next year to do this." And by next year he didn't mean January, which is a couple months away; he meant 12 months from now. And I'm thinking, "Geez, how many clients would it take to make this a no brainer right now?" So I do appreciate that. So if people want to learn more about you, your elder law practice and then also your coaching group, where can they find out more about you, Julie?

**Julie Steinbacher:** Sure. So for my coaching group, it's [TheMillionDollarLawyer.com](http://TheMillionDollarLawyer.com), and there's a site there you can learn more information. For my law practice, my website is [PaElderCounsel.com](http://PaElderCounsel.com). Of course, you can just Google Steinbacher, Goodall and Yurchak, or go Google me, Julie Steinbacher, and who knows what you'll find.

**Mike Capuzzi:** All right, Julie, thank you very much.

**Julie Steinbacher:** Thanks Mike.