

# THE CHRONICLE

*Newsletter for the Arizona Association of Licensed Private Investigators*



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## A Message from the Editor!

Greetings, AALPI Members!

Welcome to the last quarter of the 2022 year. We want to thank everyone who joined us for the highly-anticipated annual conference! Keep reading to get a highlight of what went down that weekend and some sneak peak pictures!

Only two months left in the year but we are still growing in member size and making a lot of exciting changes around AALPI. We are glad you are along for the ride.

Let's finish the year strong!

- *Ellie St. Aubin - Editor*

# 2022 ANNUAL CONFERENCE



***We came. We saw. We learned, laughed, and mingled.***

Hopefully you were able to attend our annual AALPI Conference last month at the beautiful Venue 8600 in Scottsdale.

The Association thanks you, from the bottom of our hearts, for making this all possible. We will see you again next year!



**Ready to make it official? Click [here](#) to become an AALPI member today.**

# 2022 ANNUAL CONFERENCE



# 2022 ANNUAL CONFERENCE



# 2022 ANNUAL CONFERENCE



# 2022 ANNUAL CONFERENCE

*Thank you to our Board Members  
for their stellar service this year!*



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# WELCOME, NEW MEMBERS!

The AALPI community continues to grow. Please help us welcome the new members from the 3rd quarter of 2022:

**Mark Moreno**

Investigative Services by Mark Moreno

**Gregory Hoyte**

Inside Out Investigations, LLC

**Michael Ivezaj**

Covert Investigative Services, Inc.

**Fidencio Rivera**

Star Integrity Solutions International, LLC

**Christine Reed**

Eagle Investigation

**Kelli McFarland**

Alliance Investigations, LLC

**Deborah Stonebarger**

Analytic Investigations

**Sally Gills**

Contel Investigations

**Rob Scotford**

1912 Investigations

**Lonnie Dworkin**

Forensics4U

**Manuel Valenzuela**

White Cloud Investigations

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# 2023 AALPI ANNUAL MEMBERS' MEETING

***We will be voting on board positions in January - please join us and let your voice be heard! Open positions will be Vice President, Member-at-Large and Treasurer.***

***Date: Saturday, January 14, 2023***

***Location: Venue 8600 in Scottsdale, Arizona***

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**INVESTIGATORS  
TOOLBOX**

# BEWARE: POTENTIAL SCAM

Sadly, we have seen some scam emails going around with the AALPI name attached to it.

We want to be clear that **AALPI will never ask you for money or to spend money for reimbursement.** Please be wary of skeptical emails like this and always take a second look.



**NOTE THESE SCAM EMAILS TEND TO HAVE A SENSE OF "URGENCY"**



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- *Unisex T-shirts*

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# ATTRACTING CLIENTS AND BUILDING CREDIBILITY THROUGH SOCIAL MEDIA - WITHOUT MAKING IT YOUR FULL-TIME JOB

**AUTHOR: MARCY PHELPS - MARCY PHELPS & ASSOCIATES INC.**

I've owned my business for 22 years, but I haven't always been a private investigator. Starting out in marketing and business research, I got a taste of investigations when a new client, a Colorado PI, needed some research help. The rest is history, and I've never looked back since becoming a licensed PI in 2015.

I first started my business long before social media, and I pivoted into what was basically a brand-new business after social media. Honestly, it's much easier with social media. Through just my blog and LinkedIn, I've been able to connect with a wider audience and reach my business goals a lot faster than before.

People often push back from the idea of marketing through social media, because they imagine traditional models of social marketing. I'm not suggesting you create amazing content every day or obsess over algorithms. You have a business to run, and social media doesn't need to become your full-time job.

Done right, social media is an effective long-term marketing tactic. In this article, I'll share a plan for building a community through social media that will help you reach your business goals and help others reach theirs. I'll also include some of my top tips for streamlining your efforts and making it work.

## **Create your plan in nine steps.**

### **#1 Define your goals**

Everyone has different reasons for diving into social media. First define your target market. Don't limit yourself, because it may not be the ultimate client. Then decide what you want to gain. Business referrals? Speaking engagements? Employment? Focus on what's important to you, and it will save a lot of time and effort.

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# ATTRACTING CLIENTS AND BUILDING CREDIBILITY THROUGH SOCIAL MEDIA

## **#2 Define your brand**

How do you want to be known? Do some research and learn what skills and accomplishments mean the most to your audience, focusing on your value. Don't forget soft skills. Before creating a post or commenting on someone else's, consider whether or not it aligns with your brand.

## **#3 ID focus and content "buckets"**

Go back to your research into your target audience and decide on the focus of your social media posts and what topics you'll cover. My focus is investigative research, and my topics, or content buckets, generally include due diligence, asset investigations, fraud, research tips, and running an investigative business.

## **#4 Pick your platforms and create your profiles**

Decide which social platforms work best for your audience. There are lots, but you can't be everywhere. Connect your blog (or newsletter, if that works better for you) to your website to help drive traffic. Google some best practices for creating your LinkedIn profile, because first impressions really do count.

## **#5 Organize systems**

Don't skip this step, because getting organized will save time in the long run. It will help you stay consistent and stick with your plan. Where will you collect ideas and write articles before posting? How often will you publish, and what metrics will you track? I like Evernote for ideas and writing posts, but a Word document works just as well.

## **#6 Create and share content**

First create your foundational, longer-form content through your blog or newsletter. Then share the link on LinkedIn or break the content down into shorter posts for LinkedIn or other platforms. Always recycle and repurpose, and remember that consistency matters. Don't know what to write? Google some ideas for blog posts and adapt for your content.

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# ATTRACTING CLIENTS AND BUILDING CREDIBILITY THROUGH SOCIAL MEDIA

## **#7 Engage**

It's called "social" media for a reason. It's not a billboard for your business, and it's not all about you. Make sure you allot time for making connections and reading, liking, sharing, and commenting on others' posts. Celebrate their successes and see how you can help before being asked. Fifteen minutes a day is all it takes to give back.

## **#8 Observe**

After a while, see what happens. Remember that this is a long-term marketing approach, and you won't get instant results. Over time, you'll be able to observe what content works and what doesn't, who the influencers are in your niche, and ways to make the process of creating and engaging with content on a consistent basis easier.

## **#9 Adjust as needed**

Make changes, but take your time. One negative comment or post without much engagement don't mean you're failing or need to make a drastic change. Keep thinking of new ways to reach more people and make your content even more valuable. Make changes that will make your plan more effective - and more fun.

## **Final tips for making it work.**

Start small. Don't try to be in too many places at once. Select one place for foundational content, like a blog or newsletter, then gradually try LinkedIn. Add Twitter or other appropriate platforms if and when you're ready.

Build your LinkedIn network by first connecting with people you know through work, PI associations, and other places. Expand by sending connection requests to people who have engaged with your content, speakers you've seen at a conference, authors you admire. Remember to add a note to your invitations to make them more memorable.

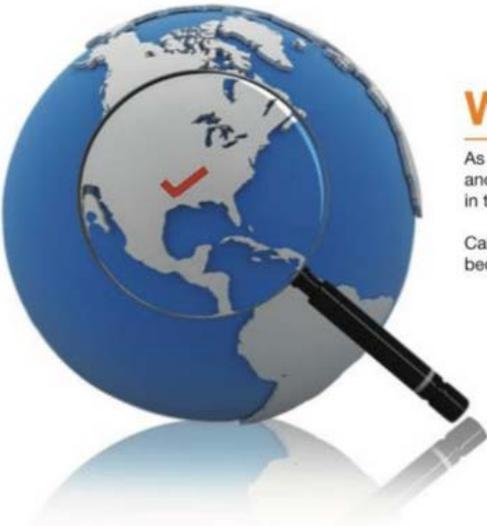
# ATTRACTING CLIENTS AND BUILDING CREDIBILITY THROUGH SOCIAL MEDIA

Never, ever sell, and give before asking. Showing your expertise, rather than talking about it, makes it easier to attract what you want - without chasing leads. Find ways to help right away. It will go a long way when you need something from your network.

Take your connections offline. Social media is a great starting point for building a network, but schedule a call, or try to meet in person. Connecting through social media first, though, makes it easier to create deeper connections in person.

Social media is a game-changer for marketing an investigative business. With a focus and a plan, you can take advantage of all it has to offer you and your business - without making it your full-time job.

*As president of North Carolina-based Marcy Phelps & Associates Inc., Marcy helps clients make decisions and take action through due diligence, asset investigations, and litigation support. She started her business after earning a Master's degree in Library and Information Science from University of Denver. Marcy blogs about research and investigations and offers in-person training and online courses. Connect on LinkedIn, Twitter, and Facebook.*



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# WHAT'S TO COME?

## ***Are you using a Licensed Investigator?***

### UPCOMING EVENTS

- AALPI's 2023 Annual Members' Meeting - Jan. 2023

Interested in Volunteering?  
Contact Bob Nalett at [President@aalpi.org](mailto:President@aalpi.org) to start today!

Become an AALPI Member by visiting [aalpi.com/aalpi-application-form/](http://aalpi.com/aalpi-application-form/)



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