



IAPI NEWSLETTER

IOWA ASSOCIATION OF PRIVATE INVESTIGATORS

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President's Message

**By
Karen Mills**

We will hold a quarterly IAPI board meeting at Per Mar Security in Cedar Rapids on December 14 starting at 10 AM. Thanks again to Dan Conroy and Per Mar Security for hosting our board meetings there. Following the meeting, we invite you to join us for lunch and social time at Parlor City Pub in the Newbo District of Cedar Rapids.

SW Regional Director, Dan Jones will be hosting another training/networking opportunity at Bennigan's in Urbandale at 1 PM on Friday, December 16. The theme is Show and Tell. Attendees are invited to present how they accomplish their jobs; i.e. camera and video equipment, database resources, surveillance techniques, etc.

You do not have to do a presentation in order to attend. This is an excellent opportunity for new members to learn from experienced PI's and network together. All members and PI's in the state are welcome. Please contact Dan Jones if you plan on attending.

The other Regional Directors will be scheduling trainings/networking opportunities after the new year. They will email members in their respective regions with that information, but all members are always welcome to attend these get togethers.

I encourage you to reach out to your Regional Director if you have any suggestions for training or speaker opportunities in your area. Your Regional Director is also your resource for any business or membership questions or ideas. We welcome your input and participation.

Stay healthy and safe this holiday season.

Karen

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“Making a Murderer” Attorneys Speak on Criminal Justice

In case you’ve missed the true-crime train, a series of recent docu-dramas have fueled a surge of public fascination with criminal justice in America. Some may have even influenced the cases themselves. After the popular podcast “Serial” aired in 2014, a judge granted defendant Adnan Syed a new trial. And the documentary series “The Jinx” ended with Robert Durst’s bizarre recorded confession to multiple murders—which police and prosecutors found very interesting.

And then, late last year, the Netflix series “Making a Murderer” stole Christmas nationwide, as visiting relatives ignored their families and huddled in dark guest rooms, unable to stop watching how the sausage is really made in courtrooms and police precincts across America. Onscreen was a true-crime train wreck: the investigation and trials of two defendants accused (and ultimately convicted) of raping, torturing, and murdering a young woman in a small Wisconsin town.

Whether the two were innocent of the crime can’t be known, and is almost beside the point; what audiences couldn’t help but notice was the utter dissimilarity between this crime story and an episode of “Law and Order.” Instead, the cameras captured all manner of disorder, from a disturbingly compromised criminal investigation, rife with conflicts of interest and possible malfeasance, to a trial so incompetently executed as to defy belief.

And then came the news, earlier this month, that the conviction of 16-year-old co-defendant, Brendan Dassey, had been overturned. The judge cited Dassey’s interrogation as the deciding factor in his decision: The teenager was questioned without a lawyer or parent present, and his “borderline to below average intellectual ability likely made him more susceptible to coercive pressures than a peer of higher intellect.”

It wasn’t only the police who applied those “coercive pressures.” In one of the most shocking scenes from the documentary, Michael O’Kelly, a private investigator working for Dassey’s defense attorney, goads the bewildered boy into signing a confession, feeding him the details along the way.

Dassey’s attorney then uses his written statement to negotiate a plea deal. That Dassey might be innocent of the crime never seemed to occur to his defense team.

The only heroes to emerge from “Making a Murderer” are co-defendant Steven Avery’s attorneys, Dean Strang and Jerry Buting—who seem to be the only people onscreen actually doing their jobs. Their competence and quiet outrage are the show’s moral compass, and a counterpoint to the dispiriting inadequacy of Avery’s and Dassey’s trials.

In the ninth episode, Strang offers this diagnosis:

“Most of what ails our criminal justice system lie in unwarranted certitude on the part of police officers and prosecutors and defense lawyers and judges and jurors that they are getting it right. That they are simply right. Just a tragic lack of humility in everyone who participates in our criminal justice system.” —Dean Strang

Nine years after Dassey's trial, and a few days after news of his overturned conviction hit the wire, Pursuit's editors (along with a handful of local journalists) sat down with Strang and Buting for a Q&A. Below is a highlights reel of the press conference, with questions and answers edited:

Q: How big a part do you think [the documentary] had in Brendan Dassey's conviction being overturned?

DEAN STRANG: I don't think there's any way to know that. Certainly "Making a Murderer" is now part of the context of Brendan Dassey's case and Steven Avery's case. It's part of the cultural context. Judges participate in our culture just like you do and I do, but there's no way to know what impact the film had.

When I read that decision, I see a very well-written, careful, restrained, thoughtful opinion that's factually dense and cited. For every factual assertion there's a citation. I see good judicial work, irrespective of the outcome. I'd be pretty happy as a lawyer if I had that opinion to defend on appeal. That's a lawyer's reaction to it, but it's an honest reaction.

JERRY BUTING: That's also a product of very good lawyering by his post-conviction attorneys from Northwestern University Center on Wrongful Conviction Abuse. Steve Drizin and Laura Nirider got all of those facts in the record after the fact. Nothing that's cited in the opinion is something that came from "Making a Murderer."

Q: What if the Averys had lived in a "gated" community? Have you ever thought about whether the case would have caught on this way?

BUTING: People often ask us, "Would [the documentary] have had the same impact if Steven Avery and Brendan Dassey were black?" The truth of the matter is, probably not. That's a sad commentary on what motivates the viewing public and maybe Hollywood. In a lot of ways, this was sort of a wake up call for white America. For once, they got to see the kinds of abuses that it's been too easy to push aside and think, "Well, that just happens to the others, people not like me." Whereas here, there is this big disparity in socio-economic class, and that's underpinning a lot of the history of Steven Avery and the way he's been treated in the criminal justice system twice now.

STRANG: Steven Avery probably wouldn't have been charged or imprisoned at all had he lived in a gated community, just empirically. I mean, you have to look long and hard in America's state prisons to find a prisoner of any real means, of any wealth, or even middle-class economic status.

I think part of the spotlight that "Making a Murderer" shines on our criminal justice system is on the role of class in the criminal justice system. In a heterogeneous society, class of course, gets linked pretty quickly to ethnicity, race, recent arrival as an immigrant. There's an underlying role of class or socio-economic status that's unmistakable empirically in our criminal justice system. The poor are the basic fodder of our courts.

Q: What kind of an impact could a good, solid criminal defense investigator provide to a defense team?

STRANG: I think they're essential in most cases, but they'll never duplicate a police department. We don't have the subpoena power. We can't get search warrants. It's an irreplaceable role. Many cases don't have a defense investigator, either because the Public Defender's office doesn't have the resources to provide that for every case, or it's a private case and the fee [isn't] enough to hire a private investigator. Sometimes the lawyer doesn't recognize the importance of defense investigation. Even when we understand the need for an investigator, we're hampered by an asymmetry of authority and power that the defense investigation has as compared to the state investigation.

For most criminal cases, you can and must offer a counter-narrative to the prosecution's narrative, and that normally requires investigation.

The justification is ... the state bears the burden of proof. The reality, of course, is that most criminal cases can't be defended on simply standing on reasonable doubt and hoping that the jury will give that life. For most criminal cases, you can and must offer a counter-narrative to the prosecution's narrative, and that normally requires investigation.

BUTING: Although, it means an investigator who is actually working for the defense—not like you saw from Mr. O'Kelly, not helping the prosecutor “dig a deeper hole”—as I think the federal judge commented in the Dassey decision.

Q: When I watch the video of Mike O'Kelly doing what he did, it's infuriating. How did you feel about the work he did there?

BUTING: We did not see that video until the documentary came out. My first thought was, “Well, wait a minute. How did we not get this in discovery?” Then I realized this was the defense investigator. That was just a terribly shocking thing to see. And when I saw a pre-printed form, which means it's used a lot. In how many other cases has that guy used this form where your only choice is, “I'm sorry for what I did,” or, “I'm not sorry for what I did”? How about, “I didn't do it”? That was, to me, just an indefensible, unconscionable aspect of all the things that poor Brendan Dassey had to suffer through.

Q: How does Dassey's overturned conviction affect Steven Avery?

BUTING: That's ultimately going to be up to his attorneys, in terms of how they want to use it as a strategy. Directly, they didn't use Brendan Dassey's confession in Steven Avery's trial, so the state may well argue, “Well, it shouldn't affect him at all because we didn't use that evidence,” but in effect they did. They used it in the press conference where a special prosecutor polluted the entire jury pool that we had to pick Steven Avery's jury from.

The effect of that false and involuntary confession was very evident as we picked through the jury questionnaires where a hundred and twenty-nine of a hundred and thirty people believed that Steven Avery was guilty, before they heard any evidence in court. That was very clearly because of that involuntary coerced confession that the special prosecutor used to pollute the jury.

Q: Given the current development, do you almost look back and wish that Dassey's confession had been used in the Avery trial outright, and that it could have been grounds for appeal?

BUTING: Well, yeah. Because first of all, the stories were inconsistent every time you talked to him. He couldn't remember what he'd said, because it never happened. He didn't have a memory to draw on, and so every time that you talked to him, the story changed. We knew that the tactics were coercive, and to pick on a sixteen-year-old with learning disabilities, and to put him through something like that, if the jury had seen that it would have bolstered our argument that, "Look at what lengths the prosecution is willing to go to try and get this man, Steven Avery."

STRANG: There would have been more structural honesty to Steven Avery's trial had the state introduced those statements in evidence. They were in fact, used. They were brought to the attention of our jury, but ten months before the trial started, and repackaged by a lawyer who is skilled in rhetoric.

They were repackaged from the inarticulate mumblings of a kid adopting suggestions from the police into an apparently coherent, gripping narrative, as the prosecutor presented it in a press conference. Wisconsin has seventy-two counties. There's not one of them we could have gone to where this narrative hadn't permeated most of the public.

Q: How confident are you that Avery will ever be a free man again?

BUTING: We're not directly involved in representing him at this point, but I remain optimistic. In order to get back into court, he has to have some sort of newly discovered evidence. I was hopeful that when this aired, that some people would come forward with new information. And that is in fact what happened.

I'm optimistic that he does have very skilled attorneys now representing him, and that they're putting together a defense that's going to get him back in front of a court and that conviction reversed.

Q: Can you talk about the funding disparity between defenses versus prosecutions?

STRANG: In Tennessee, the spending on the prosecution function exceeds spending on indigent defense by two- or three-fold. That's roughly true across the country. Of course, it's the state that bears the burden of proof, in theory at least, not the defense. The reality though, is much more complicated, in an adversarial system where jurors and judges expect to hear two sides to a story. It's hard to tell that second side when you're chronically underfunded.

You can't have one side always punching above its weight. You just can't.

I'm not looking for anybody to cry a river about people charged with crimes. That's not what it's about. What it's about is our interest as citizens in the reliability of convictions that often result in years and years in prison, or occasionally [the death penalty]. We're the last Western democracy to be using death as an implement of criminal justice.

We, as citizens, have a real stake in reliability, and you can't have one side always punching above its weight. You just can't.

Q: Is the criminal justice system going to get any better in this country?

BUTING: I think so. I mean, if I didn't think there was any hope, then I probably would have given up practicing law thirty-five years ago. It's been a long, hard battle.

I do think there's an opportunity. This is the first time we've got presidential candidates in both parties talking about criminal justice reform. We still have a few intransigent people in Congress blocking basic reforms, but if people continue to show an interest and hold their elected officials accountable, then I think we can reform the process a little bit at a time. It's going to be harder for law enforcement or prosecutors to hide what really happens in a case if people maintain the interest level.

The angst that the community of Manitowoc, Wisconsin is feeling right now, if they had known they could be caught later and exposed to millions, maybe they wouldn't have allowed the violations [and] the conflicts of interest and the lies to the public. Maybe that effect alone will cause some improvement in the system.

STRANG: I agree with Jerry that change comes. It comes most slowly, I think, when it's left solely to the institutions that together compose the criminal justice system. There's a great deal of institutional inertia in the police, in the judiciary, in the prosecutors' offices and among the defense bar, but it does come in time. You do see gradual procedural improvement.

You see it come more quickly when the public forces it on these institutions. For example, body cameras, which are now rapidly being adopted by law enforcement agencies around the country: the arrival of that I think is entirely attributable to citizens simply picking up their smart phone and videotaping what they see happening.

[Change] has come very rapidly when pushed upon the system by the public. That's part of why Jerry and I are out speaking. We're just two voices, but it's two more than have been speaking before. We're trying to encourage people thoughtfully to demand change in whatever ways they're able.

Coming soon: New episodes of "Making a Murderer," which will follow the post-conviction phase of the cases.

Kim Green is a writer, public radio producer, and occasional flight instructor. She's produced stories for NPR and Marketplace, and was editor & translator of Red Sky, Black Death, a Soviet combat airwoman's memoir of WWII. Follow her on Twitter: @aviatrixkim

Why do Private Investigative Businesses Struggle or Fail?

Investigator Adam Visnic polls PIs and does an accident investigation/post mortem on why PI companies go bust.

If you go to the recovery room at the hospital, you'll see a lot more people with gunshot wounds in their legs than in their chests. But that's not because people don't get shot in the chest; it's because the people who get shot in the chest don't recover.

As private investigators and business owners, there's an important parallel: Autopsies done on the patients who made it back to the ER aren't worth as much as those who never made it back. Likewise, learning from successful companies may not be as important as learning from failed private investigator firms. Understanding what fatal mistakes led to failure is as important, if not more, than what made successful companies great.

So, what are those mistakes? How did specific PI companies go out of business? And more importantly, what can we learn from those mistakes?

For valuable insight on this topic, we polled private investigators from across the nation for insight into how their colleagues had failed, or, how they themselves had failed and learned. Nearly a dozen PIs chimed in to help. And, though the resulting stories may be grim, they are telling.

Here are some of the insights they shared, along with a few of my own:

1. Failure to Become a Businessperson

Brian Willingham, from the Diligentia Group, gives insight into the value of making this major shift: "Most private investigators I know are simply not good businesspeople. Some of the best investigators that I have ever met are the absolute worst businesspeople. They are two very distinct skill sets."

2. Failure to Market Your Business

"The biggest failure I've seen is a lack of marketing skills. A majority of private investigators are former or retired law enforcement officers. While these individuals are highly skilled and experienced investigators, they typically have no marketing ability or sales skills." says Brian C. Muhlbach, vice president of Resource Investigative Services in Fort Walton Beach, FL.

Getting your name out there is crucial to the life of your business, and adapting to today's style of marketing is equally valuable. As Ruben Roel, from InvestigatorMarketing.com says, "Your website is your neon sign."

Christopher A. Borba, principal of Emissary Investigative Services, shares a story of how this translates in the real world: "About a year ago, someone reached out to me on LinkedIn to discuss business growth and marketing. He had started his own PI firm six months before and had not received one call for business. His website was a free website, and the only advertising he had done was on Craigslist. That same business failed quickly afterward."

3. Failure to Answer the Phone

Communicating with your clients is fundamental. April Higuera, owner of ADH Investigations, maintains that investigators often fail because of poor customer service. "PIs must be available, diligent, reliable, and comprehensive, and [they need to] communicate frequently and effectively with people," she said.

As Utah private investigator Scott Fulmer (founder and principal investigator at Utah Gumshoe) points out, a key business failure is “waiting for the phone to ring and then never answering the phone or returning phone calls if it does ring.”

Francie Koehler, host of PIs Declassified and owner of Special Circumstances, says simply: “Lack of timely follow up with clients” is what leads to failure.

4. Failure to Develop Relevant Skills

Early in his career, Warren Buffet felt he needed an important business skill: public speaking. Despite having a lifelong fear of it, he signed up for just one public speaking course and overcame his fear. If public speaking isn't your thing, writing well-researched and compelling articles can help you become an expert on a specific subject while communicating your business vision.

“Taking the time to organize my thoughts and stand up in front of a crowd has gotten me in front of a lot of people I needed to meet,” said Hal Humphreys, executive editor of PursuitMag and founder of FIND Investigations. “And number two, it's caused me to think about what it is we do in an organized way. It gives me a clarity for what we do and why.”

5. Failure to Work With Good Talent

Not investing in a professional team of investigators, assistants, or even a business partner could end your business. Trying to do it all yourself is a quick path to failure. As C. W. Sellers (director of education & training for the California Association of Licensed Investigators) says, “Knowledge of how to build a team of supportive colleagues ready to help and get their hands dirty” is an area where investigators have too often fallen short.

6. Failure to Manage Finances

Years ago, an investigator I managed told me a story: “I once had a company with six investigators underneath me,” he said. “We did well for years. But where it went south was when I spent all the profits. Every dollar that came in went right out the door.” He readily admitted that he handled his finances poorly and failed to put money back into the business.

“Instead of reinvesting the \$12,000 windfall they got from their first case, they go on vacation and spend it all,” says Ruben Roel. “Seven to eight months later, they're out of business.”

7. Failure to Find a Niche

Trying to be everything for everyone is another route to failure. “To be a successful private investigator, you must have a niche and understand your demographics and whether that niche will work for your area. Whether it's local, statewide or national, that needs to be determined before you open your business,” says Jay Rosenzweig, owner of J R Investigations.

8. Failure to Charge the Right Price

How much do we charge? Some companies charge too little. Some charge too much. Failed companies don't know what they're worth. And failure to charge enough leads to reduced profits and thereby, reduced growth. Instead of throwing out lowball numbers, help your clients understand the value of your services. Show them that a small investment, in the form of your services, up front can reap huge savings down the road.

“We've got to value ourselves,” wrote Amy Lynn Burch in a PursuitMag article last year. “One of the greatest challenges we face as professional investigators is communicating the value of our services to clients in a marketplace glutted with mass-market information providers.”

9. Failure to Deliver Quality Work

Your work product needs constant pruning. It's one thing to put out a subpar product or service, but to never fix it is bad business. You'll find that if you don't develop your services, you're not only wasting time, money, and effort on products and services but you'll be putting out a product that customers don't want or need. Iteration is key – make small, incremental changes with every report you write.

10. Failure to Abide by the Law

The sad fact is that the perception of private investigators sometimes wavers between a used car salesman and a shady lawyer. Want to know why? Many private eyes creep over that invisible line – breaking the law. It's the surest path to failure. Alberto Paoletti, owner of Informark S.R.L in Florence, Italy, said that he knows of some investigators who failed because they didn't abide by the law and went bankrupt as a result.

He told me the story of an Italian PI (Emanuele Cipriani) involved in an illegal wiretapping scheme from 1996-2006: (*We've edited his comments.) “The Italian judges were able to prove that executives of the main telephone company in Italy had asked his investigations agency to gather information about prominent people in politics, journalism, sports, etc. The investigator came by the information illegally and with the help of the police and other public employees, the judges found. The investigator was arrested and his earnings (about 20,7 million euros) were confiscated.”

11. Failure to Maintain Certification and Education

Many investigative companies squander growth opportunities “by not joining state organizations, national organizations, listening to audiobooks, or seeking out continuing education. So many PI's just keep doing what they've always done and so they get what they always got,” says Scott Fulmer.

12. Failure to Find Repeat Clients

Philip A. Becnel IV, partner at Dinolt Becnel & Wells Investigative Group, explains the importance of finding clients that pay, and pay more than once. “Successful private investigation companies tend to have a benefactor. This could be an insurance company or a law firm—some larger company that gives them stability and lets them weather the crowded market of companies chasing what I refer to as transactional cases. These are one-off cases where, for example, some random dude hires you to follow his wife.”

Many private investigators enter the industry with dreams of solving tough cases and running a successful business — one that thrives on innate curiosity, diligence, and effort. But in order to keep a business, you'll have to make the necessary investment into the areas listed above. Otherwise, you'll be just another “gunshot victim.”

If you can make the transition from top-notch investigator to top-notch businessperson, you'll be on your way towards achieving your goals.

Adam Visnic is a licensed private investigator, having practiced in both Ohio and Kentucky since 2006. He is a member of ASIS International, Ohio Association of Security and Investigative Services (OASIS), and the National Council of Investigative and Security Services (NCISS). On top of being the owner of the investigative firm, Gravitas Professional Services, LLC, he recently completed his Master's Degree at Eastern Kentucky University with a focus on safety, security,

20 Ways to Bring Your Investigative Game to the Next Level

Veteran private investigator Brian Willingham offers a host of techniques for maintaining your A-game in a crowded field.

I've got an admission to make: I am kind of addicted to self-improvement. I'm not sure when this phenomenon started, but it turns out that I am not the only one – it's a \$10 billion per year business.

But what I am really obsessed with is making myself a better investigator, mostly because after 15 years in this business I have realized that there are no books or courses that actually teach what I do (which is why I made one—details to follow).

And because of technology and the changing landscape of the business, what I do today is almost entirely different from what I was doing 10 years ago.

So how do you keep up your skills and bring them to the next level?

1. Follow blogs.

Of course there is Pursuit Magazine, and there are dozens of other blogs out there worth reading, but PI Buzz, PINow.com, The Ethical Investigator, Guns, Gams & Gumshoes and Private Eye Confidential are at the top of my list.

2. Read books.

I've read more bad books than good ones, but here are a few good places to start:

Open Source Intelligence Techniques: Resources for Searching and Analyzing
Online Information, by Michael Bazzell

How to Find Out Anything, by Don MacLeod

Introduction to Conducting Private Investigations and Principles of Investigative
Documentation, by Philip Becnel

Sources and Methods for Investigative Internet Research, by Richard B. McEachin

Spy the Lie: Former CIA Officers Teach You How to Detect Deception, by Philip
Houston, Michael Floyd and Susan Carnicero

3. Write.

Whether you write novels or articles about your investigative methods, writing helps you synthesize your thoughts and provide more clarity.

4. Find mentors.

No matter where you are in your life, finding someone who can help you navigate your career path and avoid mistakes can be crucial to your success.

5. Attend conferences.

Not only do you get to hear the latest and greatest investigative techniques, but you also get to mingle with other professionals in the business.

6. Join the conversation.

You either love it or hate it, but the explosion of social media has provided the opportunity to engage with professional investigators from around the world.

7. Search for new investigative tools.

I am constantly looking for new tools to make me a better and more efficient investigator. Just the other day, I stumbled across Picodash, which helps drill down through Instagram posts and user data.

8. Commit to ethics training.

It's safe to say that investigators have had a number of ethical mishaps over the years (here, here and here, for example). Don't be one of those guys.

9. Practice your craft.

I know an investigator who likes to practice eliciting information from random people on the street. If you specialize in online research, you can try digging up information relating to a local news story. Or you can practice camera work in your own backyard. As they say, practice makes perfect.

10. Give a speech.

Sure, you may have all of this institutional knowledge in your brain, but have you ever tried talking about it in front of a few hundred people? Like writing, public speaking forces you to synthesize your thoughts and impart them succinctly.

11. Go to a trade show.

Years ago, when surveillance was a large part of what my firm did, I went to a number of trade shows, trying to figure out the best way to digitize our videos and deliver them to clients. There are trade shows for everything ranging from security to gadgets that might be helpful for you.

12. Become an expert.

It's nice if you are good at a lot of things, but it's even better to be great at one thing. Whether it's becoming the foremost expert in the world on how to conduct criminal background investigations, how to use drones in an investigation, or extracting data from a Samsung Note 7 that has been burnt to a crisp, become the best at something.

13. Take whatever work comes your way.

Recently, a client asked if we could help them implement a vendor screening program. While that wasn't something that we have done, it fits right within our skill set, so it forced me to think critically about the work that we do.

14. Get out of your comfort zone.

We all get stuck in ruts, doing the things that come easily to us. Why not try something that pushes the envelope of your skill set? Making yourself a little bit uncomfortable is the cost of learning something new.

15. Find tools to make yourself more efficient.

Being a better investigator is not just about having the right tools, it's about being more efficient in how you handle your cases. After all, we are tied to the billable hour. So maybe that means coming up with a report template that cuts your report writing time in half, finding a better way to transmit your video to your client, or taking a class to help you type faster.

16. Talk to clients.

This seems counterintuitive: why would you talk to a client about becoming a better investigator? Because the only reason we exist is to help find solutions that assist our clients, and talking to clients is a pretty darn good way of figuring out what solutions need fixing.

17. Find a new solution to an old problem.

Surveillance can be enormously inefficient, so why not figure out how to perfect unmanned video surveillance? Or maybe a way of using drones to help with accident reconstruction planning?

18. Read up on laws that affect your business.

Some states are enacting GPS tracking laws, the federal government has released some restrictions on drone usage, and privacy laws are constantly changing. It also helps to polish up on laws that have been around for awhile, such as the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA), the Drivers Privacy Protection Act (DPPA), and the Telephone Records and Privacy Protection Act of 2006 (which some private investigators seem to have forgotten).

19. Take an online course.

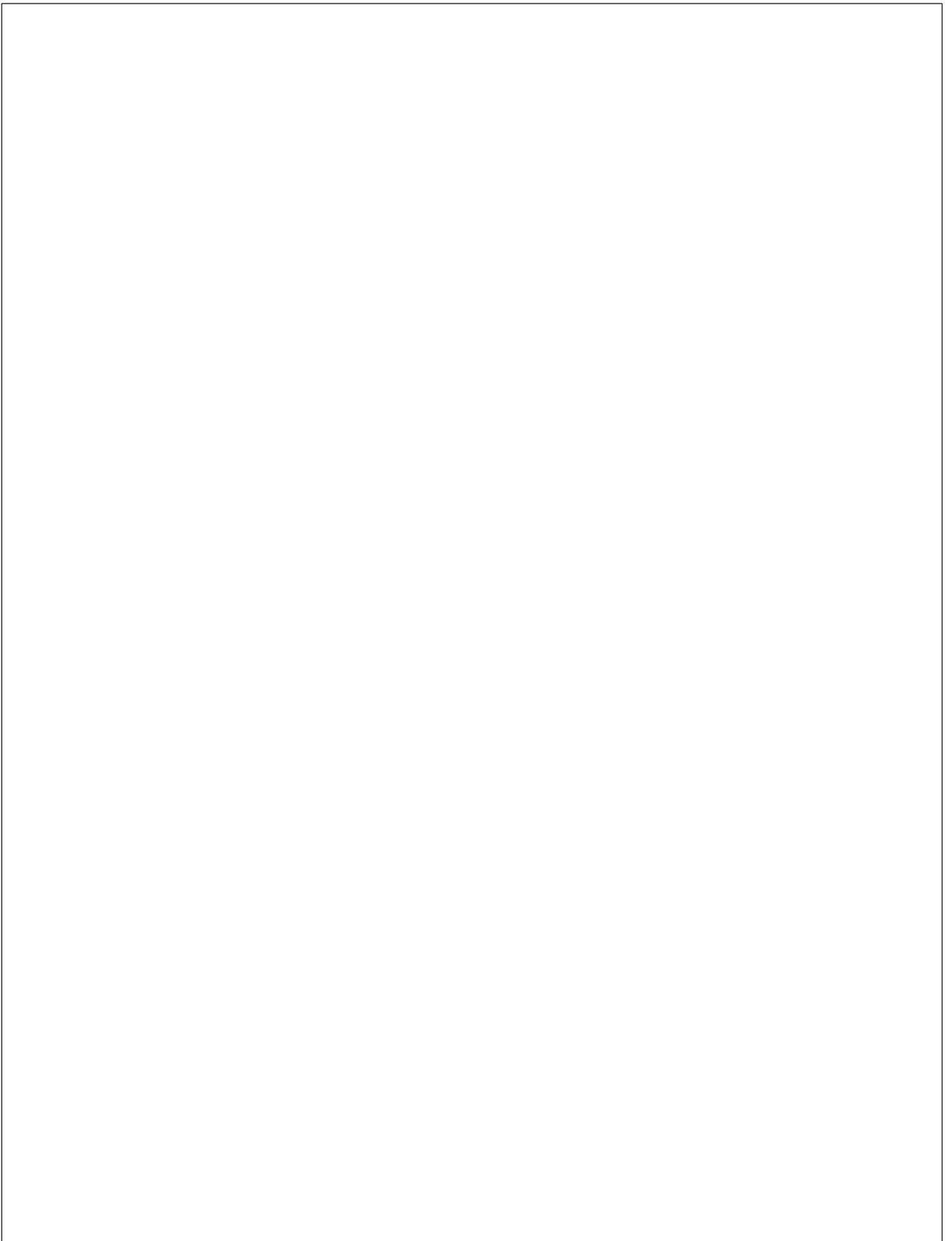
E-learning is a \$107 billion business. Traditional methods of training are not going away, but more people are opting to learn from the web. However, I've never found a great online training program that's been great for my specialty, which is why I recently teamed up with PI Education to produce a master course on what I do.

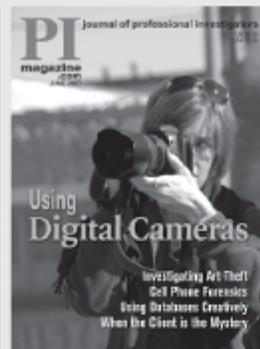
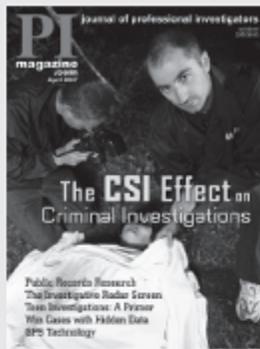
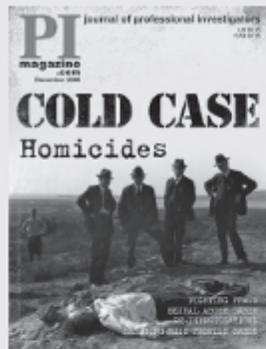
20. Do the work.

If you take one thing away from this article, take note of this: Do. The. Work. It's the single most important thing you can do to make yourself a better investigator. And what's second is not even close.

About the Author:

Brian Willingham is a New York private investigator, Certified Fraud Examiner, and founder of Diligentia Group. To read more Willingham wisdom, check out his blog and his previous stories for PursuitMag.





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