

The background of the cover is a dark, textured wooden surface. Scattered across it are various pieces of photography and investigation equipment: a black laptop keyboard in the upper left, a black pen in the upper center, a black digital voice recorder in the upper right, a black camera with a lens in the lower left, a black camera flash in the center right, a black SD card in the lower right, and a black lens cap in the bottom right corner.

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2020 PI EQUIPMENT GUIDE

**The Lack of
Licensing for
Private
Investigators
in Mississippi**

**Private
Investigator
Podcasts**

**Femme Fatale:
The Case of Louise
Pete Part II**

Podcasting 101: The future of networking for the Private Investigator

BY **MATTHEW SPAIER**

Have you ever listened to the radio and said, “I think I can do that!”? That was me back in January of 2019. I had just finished my first appearance on the podcast PI’s Declassified with Francie Koehler. I had so much fun discussing electronic canvassing, one of the services that I offer through my investigation business, Satellite Investigations. I sent the link to all my friends and to all the people I knew in the industry. I thought to myself, “Maybe one day, I’ll give it a shot.”



How many times do we do this over the years? We get this big idea, and then we say, “Maybe one day, I will have the time.” The more and more I thought about it, the more I wanted to do it.

A good friend of mine who is in the entertainment industry told me, “Just start practicing on your own.” Record yourself and listen. The first thing I had to do was get comfortable with my voice. It’s strange to hear yourself on the radio. The next thing I needed to do was find a good speech pattern and practice getting rid of my speech ticks like “uhh” and “umm.” The only way to do this is by practice and then more practice.

One of the hardest things to do is talk by yourself to yourself. Dead air silence is not an option. Try starting with 15 minutes and then increase the time gradually. Try to stay focused. It’s good to have a “one sheet” to work with. This is an outline of all the things you want to discuss. It’s hard to ramble if you’re organized.

In my opinion, when it comes to this medium, sometimes less is more. Pick a topic and really try and highlight what you really want to say. Don’t fill the time with filler. It shows! Be genuine with your audience. Be sincere with your guests.

I try to interview people that I know personally and have relationships with. This, however, is not always possible. When this is the case, I speak with the guest beforehand. No recordings, no

notes, no one sheet. I spend some time getting to know their story. This is especially good when you recall or call back to a story or prior comment.

If you’re serious about this medium, it takes a time commitment and an equipment commitment. This column will dive in each issue and cover some of the topics that will help you refine your skills as a broadcaster and improve your interview skills. If you take statements for a living (most of us do), you should be able to excel in this medium.

I believe the podcasting medium is the future for investigations and investigators. Some of us spend a considerable amount of time in our vehicles or on public transportation traveling to appointments. It is incredibly easy to access podcasts. My podcast PI-Perspectives is heard on all the major platforms, like iTunes, Google Radio, Spotify, Stitcher and SoundCloud. It is also available on a YouTube channel. I post episodes once a week. If you are serious about broadcasting, you should post at least one time a week or you will never gain an audience.

I believe podcasting is the future of networking. When we spend time listening to two people talk about what they do and how they do it, we get a sense of who they are (and if they know what they are talking about!). It’s a way to connect with other investigators all over

the country. I believe this type of networking will create a stronger community.

It’s already happening in private Facebook groups for investigators. It is our responsibility to mentor and train new investigators and to provide fresh material for those of us who continue to build our businesses. By educating your audience, you are creating an “Army of Advocates” who understand what you do and who to contact when they need a certain skill set for their investigation. I look forward to diving into these topics, and more, in future issues. Please feel free to reach out to me directly with any podcast related questions. Lights... Cameras... Action! **PI**



Matthew Spaier is the owner of Satellite Investigations in New York City and is the 2nd Vice President of the Associated Licensed Detectives of New York State. He is also the Host of the Pi-Perspectives podcast, which is released weekly on all podcast

formats. You can learn more about the podcast at www.pi-perspectives.com You can also learn more about Matt’s investigation company at www.satellitepi.com You can reach him at Matthen@@pi-perspectives.com for podcasting questions or at Matthen.S@Satellitepi.com for investigative questions.

PI- Perspectives Issue I

BY **MATTHEW SPAIER**



Welcome to the PI-Perspectives column. This is the inaugural issue to be featured as a space to discuss all things investigations. It is my goal to discuss topics, trends and technology that will help you be the very best investigator you can be and to help you grow your business to the very best potential it can be.

Recently, I listened to a podcast by my esteemed co-contributor and friend, John A. Hoda. He was discussing marketing and branding with Brianne Joseph (who was recently featured in the social media issue of PI Magazine). John and Brianne discussed how to approach running a private investigation business. They discussed how you actually have to be a business owner first and an investigator second. I thought this was a very profound point and something that I think we, as investigators, overlook at times. We get so caught up in training and learning how to do the next great skill or research that we forget that we actually have to sell this service too. In this issue, I want to give you a brief overview of my story, how I got in the business, and what gives me the authority to even comment on the business and business practices.

My story starts in the Spring of 1996. I had just graduated from John Jay College of Criminal Justice. At John Jay, I received a Bachelor of Science in Criminal Justice with a minor in Police Science. To gain experience, I performed three separate internships with the New York City Department of Investigations (NYC DOI), which is one of the oldest law enforcement agencies in the country. The NYC DOI operates as an internal watchdog for its city's employees and contractors. As fate would

have it, DOI went into a hiring freeze by the mayor and all employment opportunities quickly disappeared.

Finally, I found a solid lead. It was a job posting for a retail investigation company that was looking for reference checkers. I was interviewed and hired on the spot for \$6.00 an hour. Within two hours of working on my first day, I was promoted to field investigator. This was an excellent opportunity. The company had a strong mystery shopping division, and this promotion would have me doing fieldwork. Within six months of my hire, my supervisor left his position, and I was promoted to director of operations. I was given a salary of \$35,000 a year and a company car. I remained with this company until 1998. While there, I learned how to interview potential employees and became an expert in doing background checks and verifications. I had no idea how valuable these skills would be in the future.

After I left that position, I decided to leverage my investigative experience into the human resources field by becoming a recruiter. I worked my way up through my company to become the manager of the technical recruiter division. As a recruiter, I kept my investigative skills sharp by verifying the resumes of the IT professionals I was trying to place. I remained with this company until August 27, 2001.

I had a job interview scheduled on September 11, 2001 - right across the street from the former World Trade Center. On September 7, they called me and rescheduled the interview to September 12. The job interview never happened, unfortunately. Although I didn't realize it at the time, I was about to return to the investigative field.

A few weeks later, I had a discussion with a personal injury attorney in the Bronx, New York. He offered me a position as his "in-house"

investigator. I took him up on the offer and called my former supervisor at the mystery shopping company. He had started a private investigation company and had been in business for several years. He agreed to mentor me and helped me learn the role of a private investigator in a personal injury case. From that experience, I learned the importance of finding a mentor in this business. We remain close to this day and often bounce ideas off one another. I remained at the law firm until September 1, 2005.

About six months before leaving the law firm, I had a decision to make. The lawyer I worked for was encouraging me to also become a lawyer. I considered it, but always felt strongly that I wanted to be a private investigator and start my own business. While working for the attorney, I passed the test to become a licensed private investigator, and I have held that license since 2003. I also became a notary public during that time. I have since learned that having a notary public license is an essential credential for any private investigator. You will be required to notarize statements and affidavits.

On September 1, 2005, I officially opened Satellite Investigations. I had my own physical office; I made business cards, and I created a website. Very early on, I had the vision to specialize in the type of investigative work that I had already been doing. It came naturally because of my prior experience.

Within two years, I hired my first employee, and I have since grown my business to six full-time employees and about five per diem investiga-

tors. We service personal injury attorneys and help them gather evidence and establish liability. Very early on, my business decided to cater only to plaintiff personal injury law firms. Today, we service about 85 law firms in NYC and have a very healthy book of business. I have managed to stay ahead of the curve by staying on top of trends and embracing technology. I also have used my compounding work experience to build on each additional opportunity.

It is my goal in the next coming issues to highlight some of these trends and focus on technology. I look forward to discussing case studies of how certain investigative techniques helped determine and prove liability. We will discuss the mechanics of running your firm and when the right time is to bring on additional staff or to expand into a new field of investigations. I hope you will find this information helpful and will help you be the very best investigator you can be and help you grow your business to the very best potential it can be. **PI**

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Matthew Spaier, PI is the President and owner of Satellite Investigations in New York City, NY. He is also the host of PI-Perspectives.com a weekly podcast that features investigative techniques and the top professionals in the business. It can be found on iTunes, Google play, Spotify, Stitcher, Soundcloud and on Youtube. He is also the 2nd Vice president of ALDONYS (Associated Licensed Detectives of New York State) and is a member of SPI, WAD, Intellenet, NYACFE and NALI. Matthew is also the owner of investigators-toolbox.com, an online resource community. You can contact him at MatthewS@satellitepi.com



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Join our host, Matthew Spaier, PI for this dynamic Podcast weekly as he dives into the perspectives of what it takes to be a successful Private Investigator. Hear the perspectives of the very best minds in the investigative community. This Podcast has topics of interest for the novice gumshoe all the way up to the seasoned professional. You never know who's perspective will be under the magnifying glass each week.