

## 21 Ways to Bootstrap Your Way to Marketing Success (Part 7 of 7)

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<http://www.TheRainmakerInstitute.com>

### Stop Ignoring Your Referral Sources

Why do attorneys believe they can neglect and ignore referral sources without it having a detrimental impact? Top attorneys invest their time and money courting and building relationships with referral sources and go out of their way to make a big deal when someone makes a referral to them.

On a regular basis, carve out time to meet with all of your referral sources face-to-face. Out of sight and out of mind is certainly a truism you cannot afford to personally experience.

### Aggressively Pursue Ways to Resell, Cross Sell and Up Sell Clients

Now is not the time to be reserved or squeamish about selling. You need to be looking at every avenue available to resell former clients. Cross sell them on other services your firm can offer and up sell them from an entry level service to a high-end, fully customized one.

I was speaking with an attorney last week who thought the very idea of up-selling someone into a higher end service borders on ethical misconduct. Hmm... that sounds like a great way to go out of business fast. The most expensive thing you can have in your law firm is a one-time client.

If every client you serve must be a new client, you will have to spend at least 10 times more time, money and energy to generate any new business versus the law firm who focuses on serving their current and former clients at a higher level by providing a more customized experience, a more personal touch, and meeting their other needs and challenges.

What are two or three services you can offer your current and former clients to generate additional business from them? Perhaps it's a service one of your partners offers or a service you can easily add to your current lineup or you could offer it in conjunction with another attorney (like an estate planning attorney offering his clients business services through another attorney).

I trust these principles for bootstrapping your way to success have been informative. **Take a few moments right now and reread these principles and write down those steps you are going to implement this month.**

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have discovered how to generate more referrals and find new clients by simply applying our Rainmaker Marketing System.

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- 2 ways to **promote your firm to 100,000** people for only \$100
- **5 ways to automate your marketing** using technology and the internet
- **6 secrets** top Rainmakers use to dominate their competition
- 8 steps to creating a **6 month comprehensive marketing plan** for your firm

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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