

## Law Firm Marketing: How to Develop Referrals

By Stephen Fairley

<http://bit.ly/oQRGxT>

Developing referrals is important for just about every law firm, and has the added advantage of being both low-cost and high-reward. To build a solid list of referrals, you will need to:



**Classify** – the two primary categories for referrals are current clients and strategic partners. Examine your client database to identify clients who have already sent you referrals, those that are happy with your service and are most likely to refer and those that might need some added attention or incentive to become a good source for referrals. Look at your database again and think about other businesses that your clients also patronize – that will provide you with potential strategic partners.

**Inform** – it will be important to inform your referral sources about the kind of clients you want, so they will be able to refer potential clients that are a good fit for your firm.

**Inspire** – be sure to reward referral sources for sending you potential clients with a free consultation or a gift card.

**Follow Up** – the most important thing to do is to follow up with referrals as soon as you are provided with a lead. If you don't, your sources will likely stop sending you referrals. Also, be sure to keep your referral sources in the loop on how the new relationship is progressing – a quick, periodic email update will do.

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## **Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice**

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process. Stephen Fairley unveils the **4 Myths That Keep Attorneys from Building a Referral-Based Practice** in his new [\*\*free report\*\*](#). Read and discover:

- How to determine the best source for your referrals
- How to explain your ideal target market to a referral source
- How to get referrals from other attorneys
- Whether online directories are a good referral source
- How to network effectively
- And much, much more!

Click now for your [\*\*free report on 4 Myths That Keep Attorneys from Building a Referral-Based Practice\*\*](#).



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.



The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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