

3 Creative Ways to Get Business Referrals

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When it Comes to Getting Referrals.... Think Outside the Box

Every lawyer has their own trick for getting referrals.

Some follow the tried-and-true rule of [asking for a referral](#). Others, however, are a little more creative.

When referral sources just aren't motivated, lawyers and other business professionals must then **MOTIVATE CLIENTS** to participate in a referral system.

But how?

Marketing expert John Jantsch recently offered these **creative referral-generating ideas** from a lawyer and other business professionals on his blog, [Duct Tape Marketing](#). Have a look and see which of these ideas can be used in your practice.

Attorney - Sponsored online teleseminars and invited well-known authors and speakers by allowing them to pitch their books or other products. Targeted clients lined up to hear the prominent speaker and provided their names and e-mail addresses to get on the free call. The

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teleseminars became so popular that the attorney recorded each call and created an entire library of products that he used for other marketing efforts. By sponsoring the well-known authors, the attorney created a very high-profile referral network.

Financial planner— *Created his very own referral and lead network by sending a letter to ten other professionals whom he had worked with and felt comfortable referring business to. This letter informed them that he was creating a unique referral network of one hundred of the area's top professional services providers and was inviting them to become a member, but that he needed them to recommend ten others who should belong to this exclusive group. He then created a resource directory and Web site that featured all one hundred professionals. The entire group promoted the directory and Web site and referred business to each other. As a result, other professionals begged to be allowed into the group. The strategy was so powerful that many of network members did no other form of marketing.*

Heating and air conditioning contractor— *During the sales process they used testimonial letters from satisfied clients and then asked the clients if they would be willing to provide a similar letter if everything worked out as promised. The customers and technician agreed on a quoted price, the technician completed the work, and then before collecting payment, offered an additional fifty-dollar referral fee if the clients wrote a letter on the spot. It worked every time.*

Generating referrals doesn't have to be difficult.

The key is to spark participation. **Make clients want to be a part of building your practice!**

Keep it simple, but **BE CREATIVE!**

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