



[The #1 Secret to Boosting Client Referrals and Retention](#)

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by [Stephen Fairley](#)

When it comes to communicating with clients, listening is often more important than talking. It is by listening that you learn what clients want, and then you can give it to them. Which makes for more referrals and better client retention. Here are some important methods you can use to actively listen to clients:

Open feedback. Always offer clients a way to provide feedback, through your website, an online survey and in your e-newsletter campaign. Simply asking for their thoughts is often enough to garner some important insights.



Transactional feedback. If you're a regular Starbucks customer, you have undoubtedly received a free survey at some point with your receipt. You provide them with some feedback online and you get a free drink for your efforts. What attorneys can learn from this is the importance of asking clients for their thoughts about their experience with your firm after the case is over or at important points along the way. Keep your finger on the pulse of how satisfied they are with how your firm is treating them, and you'll have a satisfied client.

Social media interaction. Monitor your social media channels to see what people are saying about you. You can search for your firm name on Twitter and Facebook, and you should be regularly monitoring Avvo, FindLaw, Yelp and Google for other comments about your firm.

Client satisfaction surveys. Using formal client satisfaction surveys is another good way to gauge client experiences with your firm. Send one out after each engagement is closed and respond immediately and personally to any negative feedback.

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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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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