

Use "Opt Out" to Create List of Highly Motivated Clients & Prospects

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Developing a robust marketing email list should be at the core of your law firm marketing effort to build credible, long-lasting, relationships with your clients.

Whether you're in the beginning stages of building your law firm marketing prospect list or the mid-to-late stages in which you're seeing clients from that list choose you again and again. . . . the key is to build, cultivate and vet the list on an ongoing basis.

The overall law firm marketing goal of your list is to cultivate relationships that move the prospect to become a client.

The value of "Opt Out" -- allowing prospects on your law firm marketing distribution list to leave your list at any time and for any reason they like -- is that it helps you reach your goal of creating a highly motivated core list of clients and prospects more quickly.

Of course, there are many law firm marketing planners who believe that openly allowing prospects to leave their list only encourages them to do so.

And that may be true.

The question is -- why would you want to keep sending free legal information to an individual who doesn't want it, won't use it and isn't interested in your services?

On the other hand, if by allowing those individuals to leave your list, you are actually increasing the health of your list.

You are refining it into a tighter, healthier, more highly focused, highly motivate group of individuals who are interested in what you have to say and the services you have to offer.

So, don't hide the "Opt out" box in fine print at the bottom of your newsletters or bury it in text in your e-mail tips or create a long, convoluted process for them to remove their name.

Display the "Opt out" box prominently along with a succinct message that spells out what they will be missing -- insightful answers to their most pressing legal questions at no cost.

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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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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