

4 Tips to Generate Clients and Referrals Through Speaking and Seminars

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A very powerful law firm marketing strategy to generate more clients is to hold educational seminars or speak at events. Here are some tips to help ensure that the time you commit to this endeavor pays off for you in terms of new clients and/or referrals.

Tip #1: Always Speak to Decision Makers

Make sure you get in front of the right group (people who either can refer you clients or who are highly likely to need, want and be able to afford your services) by asking about:

- What is the average attendance?
- What is your average attendee like? Their job title? Description? Age? Decision maker?
- What percentage of your usual attendees are decision makers?
- What kinds of topics have had the best turnout?
- Who has recently spoken to your group and what did they speak about?

Tip #2: Educate Your Audience

Make your talk educational. Don't stand up there and spout legal jargon and legal theory or sections and codes because that's not what people want. They want practical, useful information.

You may say, "Well, I don't want to give away the store. I don't want to give them so much information that they can do it themselves." Please understand, if you could give them enough information where they could do it themselves, the people who actually would do it for themselves are not your clients.

You want to target the people who have the money to hire an attorney and don't want to do it for themselves. You don't want to hire tire kickers or "do it yourselves" because all they're going to do is try to get your lowest price. I actually follow the opposite principle. I purposefully try to overwhelm my audience with practical, useful information when I give a seminar on law firm marketing. Why? Because I want them to walk out of the room with so many great ideas that they don't know where to start so they will turn to me and hire my company to implement the law firm marketing plan for them.

You must recognize that not everyone in the audience is in your target market and you need to qualify them as much as they qualify you. You need to ensure that they need you, they want you and they can afford you. If you don't want to attract "Yellow Page Clients" then don't charge Yellow Page prices.

Tip # 3: Get Attendees' Contact Information

Have a plan for obtaining the attendees' contact information both before and after your presentation. You want to get it before so that you can get ready to follow-up with them, but also after your presentation just in case somebody shows up at the door. If you can't get the contact information from the conference organizer, do a giveaway for a prize and have them pass their

business cards to the front or have them email you their contact information to get a free copy of the handout or PowerPoint slides.

Tip # 4: The Fortune is in the Follow-up

The number one reason why lawyers don't get results is because they don't have a written follow-up system. You must develop a follow up strategy before the talk.

Let me give you an example. Let's say your follow-up strategy is a series of emails, phone calls and maybe a letter or postcard. Your follow-up system would include 4 emails, 3 phone calls and 1 letter.

Email #1 would be sent within 24 hours post-seminar. It would be a thank you email with an offer for a free consultation, special report or audio CD. Phone Call #1 would be made by your staff and would be made within 24 hours post-seminar. The call would be to thank them for attending and make the same free offer that's made in the email. Your letter would be sent out the next day (they should receive it within 3 days if they are local.) and the letter would repeat what you have written in the email. All of this would happen in the first 24 hours after the seminar.

Some of you will question if that's too aggressive. It's not. It demonstrates a high level of professionalism and commitment to your attendees. We give dozens of law firm marketing seminars every year and this works.

Email #2 is sent 3 to 5 days after the event. Remind them about the seminar they attended and invite them to sign-up for a consultation for your newsletter. Email #3 might offer a brief tip about the topic you spoke about: top 10 tips or recommended resources, etc. Every person should be contacted by at least three phone calls before you stop trying to reach them. Every attendee should receive at least 5-7 emails and 1-2 letters from your law firm.

If you follow this script, you will attract both new clients and referrals from an audience that has been impressed by your knowledge, how you articulate it and the thoroughness of your follow-through. You'll be the attorney they want to do business with, I promise.

Phoenix Attorneys: Learn About Social Media at July 21 Legal Networking Group

Join us on Wednesday, July 21, when Stephen will address a meeting of the [Phoenix Legal Networking Group](#) on **Unlocking the Secrets of Social Media for Lawyers: Facebook and Twitter.**

You will learn:

- Why Facebook is the 800 pound gorilla on the Internet
- Who is using Facebook (this will surprise you)
- What kind of practice areas are getting clients from Facebook
- How to get started fast
- Why Twitter is growing so fast
- How to leverage Twitter to drive traffic to your blog or website
- Top tips for using social media in your legal marketing strategy

The event will be held from **5-7 p.m. on Wednesday, July 21 at Monti's, 100 S. Mill Ave. in Tempe**. Cost is only \$20 per person.

To register for this seminar, co-hosted by FindLaw, Attorney at Law Magazine and The Rainmaker Institute, click [here](#).

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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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