

It's pretty simple. If you want to earn recurring revenue, then you need to get more clients.

But not just any clients, mind you – you want clients who are going to pay you monthly or annually, as opposed to hourly or per transaction. **Long-term client generation is the key to earning recurring income.**

Of course, this then begs the question, “So how do I go about getting more clients for my office?”

Well, the answer to this question is actually pretty straightforward. The two key ingredients you need to start bringing in more clients are as follows:

1. Relationship building

2. Effective communication

While this sounds like a no-brainer, you'd be surprised by how many people lose their clients because they don't regularly practice these two fundamental factors.

As with any business, when it comes to generating more clients, networking is crucial. But that's only step one.

When you first talk to people about your business, they are often times going to be on the fence about working with you. They want to be sure that they are going to be taken care of and that it's going to be a good fit for them.

And that's all very understandable.

Think about it. When you go to make an important purchase, say you want to buy a new computer, you don't immediately snatch up the first laptop that the sales clerk points out to you.

Before any credit card is swiped, you first need to be sold on what's being offered so you can feel totally confident that you are making the best possible investment.

And the same goes for the people with whom you network.

After the initial meet-and-greet, you need to follow up with potential clients and sell them on your services. If you don't, these people are likely to completely forget about you, and you'll never hear from them again.

You need to provide people with attention, care, and information. Let them know they are going to be taken care of. Build rapport. Answer questions. Convince them that working with you is absolutely in their best interest.

Now, your initial reaction here might be to think that it's too time-consuming to do all this, and that's understandable. You've got a lot on your plate, and 24 hours in a day often just isn't enough time.

However, there are ways to communicate and build relationships with your prospective clients without having to write a zillion emails each day.

And the name of that game is **automated systems**.

You can set up an email marketing campaign that will enable you to automatically send out informative emails to all of your prospective clients every day, week, or month. And the best part is it won't take a whole lot of extra effort on your part.

In building relationships with people and communicating with them on a regular basis, you are going to **make them feel special**.

And when you make people feel special, they are going to want to keep you in their lives for as long as possible.

Plus, they are going to tell their friends and family members about you, and positive words-of-mouth can spread like wild fire, generating a whole slew of new clients for your office.

If you can make each person with whom you network feel like they are your top priority, then it is not going to be a problem at all for you to get more clients to work with you long-term.

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Alexis Neely started her own law practice in 2003 after only three years in practice at the law firm of Munger, Tolles & Olson. Despite knowing nothing about business, she built that law practice into a million dollar a year revenue generator by creating a new law business model that her clients (and her family) absolutely loved. Alexis wrote the bestselling book on legal planning for parents and has appeared on all the top television shows – from the *Today Show* to *Good Morning America* – teaching the American public about proactive family and business legal planning and new paradigm conflict resolution. Today, Alexis is a Law Business Mentor and guides lawyers to reclaim their role as trusted advisors for their clients while building sustainable, fulfilling, money-making practices so you can love being a lawyer again. For more information about Alexis and loads of resources to help you transform your practice into a business you love visit www.lawbusinessmentors.com.