



[The 5 Compelling Truth About Referrals](#)

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by [Stephen Fairley](#)

Truth #1: People Make Referrals to Build Social Capital. Most people enjoy making referrals to their friends and associates as a way of building social capital. If you believe the way you practice law benefits your clients, then you shouldn't feel uncomfortable about having clients refer you to others who may benefit as well.

Truth #2: Mitigating Risk is Important. All referrals involve risk – if you refer a business and it underperforms, you feel badly that you made that referral. Attorneys who count on referrals for business generation need to take necessary steps to mitigate this risk with communication, education and stellar follow-up.

Truth #3: People Refer Great Experiences. People who have had great experiences with a product or service tend to refer it to their friends and colleagues. Which is why cultivating a culture of great client service is a must for gaining referrals.

Truth #4: Referrals Require Trust. Even if someone raves to a friend about you, that referral is likely to search for you on the Internet. If the referral can't find good content, reviews or social network participation, they will be less likely to proceed with contacting you.

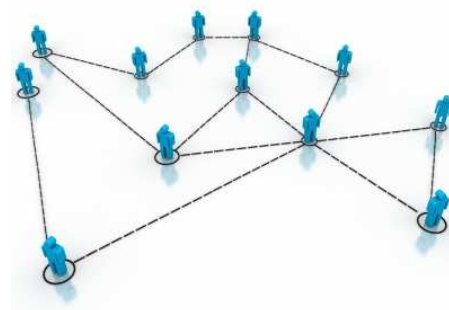
Truth #5: Referrals Require a System. Attorneys need to create a referral strategy that includes a process for making referrals happen, a way to educate referral sources and a solid follow-up program. Once that is in place, you just need to operate the system.



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Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process. Stephen Fairley unveils the **4 Myths That Keep Attorneys from Building a Referral-Based Practice** in his new [free report](#). Read and discover:



- How to determine the best source for your referrals
- How to explain your ideal target market to a referral source
- How to get referrals from other attorneys
- Whether online directories are a good referral source
- How to network effectively
- And much, much more!

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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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