

## 5 Proven Ways to Renew, Restore and Revive Your Practice in Today's Economy-3 of 5: a powerful follow-up system

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Probably one of the biggest reasons why legal marketing efforts fall flat is the lack of a **powerful follow-up system**.

Every success depends on following through. The Indy 500 is this weekend, and I can tell you right now who is going to win. It's the driver who not only starts, but who also finishes. You can't win if you don't cross the white line (or the brick line, in this analogy).

I realize that **following up with prospects is probably the most difficult part** of the entire marketing process for attorneys. Because let's face it, you're busy.

If you're like most people, you go to a networking event and probably meet anywhere from 10, 20, maybe even 30 people. You take their business cards, you have some interesting conversation, and then you don't do a darn thing.

But to cross the finish line, this is where you've got to be different. You've got to think differently in terms of your marketing and, significantly, you have to act differently. And **one of the best ways that you can set yourself apart is to commit to having a follow-up system**.

It's simple. You or your assistant can create an Excel spreadsheet. In the first column put the event name. Add the individual's name who you meet, their email address, their telephone number, why you should follow up, and when you should follow up. Have a different column for each one. Every single time you go to a networking, the following morning -- before you even read your email -- go to that spreadsheet and fill it out.

Here's a quick tip I use: after I get someone's business card, I **scribble a quick note on the back** -- something like "hot prospect" or "referral source" so I remember and do the appropriate follow-up. My assistant then takes those cards, enters them into a spreadsheet, and I review it for follow-up.

Who do I need to call? Who do I need to email? And if they're actually a prospect, if they're a qualified prospect, I send them a card or a personal note and make sure I keep in touch.

Whatever kind of follow-up system that will help you cross that finish line, you need to implement it. It's got to be **easy to create, easy to follow, easy to implement** or you just won't do it.



But once you do, I promise you'll see how following up makes a huge difference and a huge impact.

\*\*\*\*\*

### **Get in the Driver's Seat at a Rainmaker Retreat**

If you are interested in building a lifestyle law practice through effective law firm marketing, then come to one of our upcoming [Rainmaker Retreats](#):

- June 18-19, 2010 San Francisco, CA
- July 30-31, 2010 Los Angeles, CA
- August 6-7, 2010 Las Vegas, NV
- October 8-9, 2010 New Brunswick, NJ

Want to learn more about what you'll learn at a Rainmaker Retreat? Then [sign up now](#) for a one-hour complimentary teleseminar for a preview of the valuable material that is taught at our 2-day Rainmaker Retreat.

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

[Stephen@TheRainmakerInstitute.com](mailto:Stephen@TheRainmakerInstitute.com)

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.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

[http://www.therainmakerinstitute.com/products.htm#Compact\\_Disk\\_Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)