

Law Firm Marketing: How to Triple Your Referrals in 90 Days

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Strategic Referral Partners (SRPs) are the best source of new referrals. SRPs are people who already have a relationship with or already do business with the people you want to reach. These could include accountants, bankers, financial planners, insurance brokers, etc.

By building a network of people who already have relationships with your ideal target market, you can reap the benefits of more referrals.

Here are **8 tips for tripling your referrals in 90 days**:

1. Identify the best 2-3 professions or industries where you can find SRPs. You don't need to focus on every profession, only the 2 or 3 which have the best connection with your ideal client.

2. Create a database of at least 200-300 people in these fields who work in your local area. This should include every person who has ever referred someone to you as well as every professional service provider your current & former clients have worked with. If you still need more names you can either purchase a list of names or go to <http://www.superpages.com> and search for the industry or profession, like "accountant" or "financial planner" and then enter in your zip code. This is a great little tool to quickly build a database.

3. Write a letter of introduction to serve as a template. This letter introduces who you are, briefly describes your ideal target market, what's different about your law firm, and requests that they contact you if they are interested in getting together to determine if the possibility exists for cross-referrals.

4. Call several people in these fields to identify their challenges. Before you meet with a prospective SRP, be sure to contact some people you already know in these fields to discover common industry trends and challenges so you can talk intelligently about the field when you meet with the potential SRP.

5. Send out 10-20 letters per week. Do not send a bunch of letters at once, pace yourself. For each letter you send out, plan on having your assistant make 6-8 calls to try and reach the person you sent the letter to. So 10-20 letters can represent 60 to 100 calls over a month—that's a lot of dialing. The purpose of your call is two-fold: to see if they are interested in getting together or not (about 30-50% will be based on our experience) and second, to set an appointment if they are.

6. Create a spreadsheet to track your efforts. Include information like: when you sent the letter out, date of first call, date of 2nd call, date when you actually spoke to them, whether they agreed to meet with you in person, when the meeting took place, if they agreed to be a referral source for you, date of first referral, etc.

7. Follow up on your letters with a call within 3-4 days to set up a face-to-face meeting. The goal is to set up 1 to 2 in-person meetings per week. The in-person meeting is critical because it allows you to start the process of building a relationship with the person and educating them about what kind of referrals you are looking for. During this meeting you should only talk about 25% of the time and listen/ask powerful questions 75% of the time. Be clear about your goal and ask them if they would be willing to be a referral partner for you. Be clear about what you can and cannot offer them in return.

8. Immediately follow up each meeting with a thank you letter or email. This will set you apart as someone who is professional and follows up. Create a plan to stay in touch with each person at least every 6-8 weeks via email, telephone, letter, or newsletter. In your follow-up, remind them of the exact kind of referral you are looking for and how you can help them in their business as well. For this system to work you must approach it as a 'win-win'.

Skeptical? Of course you are, but we have taught this easy step-by-step system to hundreds of attorneys and they have used this exact process to quickly build networks of 50-60 new referral sources in 90 days.

For more information on the Rainmaker Referral Development program, go [here](#).

Stephen Fairley, M.A., RCC, CEO

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

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.

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