

Good Lawyers Ask Questions

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • March 2, 2011 • [Printer-friendly](#)

Understand Clients' Worlds by Asking Questions



Contrary to the stigma surrounding lawyers, they aren't "all knowing." Sure, lawyers often have the answers and solutions to tough problems, but they're sometimes in the dark when it comes to their clients.

The best legal marketing is client-focused. In other words, **attorneys who excel at marketing know how to see the world through the eyes of their clients or prospects.** But to understand their worlds, lawyers have to learn about them. And that means: Asking questions.

You may be thinking that sounds easy enough, but it isn't.

Asking questions can be quite a challenge for lawyers who are often the "go to" people for legal matters and advice. But being that lawyers are natural talkers in general, asking questions shouldn't be all that difficult.

Try to do this:

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



The next time you're heading out the door to a meeting with a client, jot down some questions about that client's business and what he or she likes to do outside the office. These questions should begin with "Tell me about," "Describe," or "Why."

When the client answers your questions, **LISTEN** to his or her answers. *Really* listen. Doing this will not only make your attorney-client relationship stronger, you'll be able to learn so much about that person.

Remember, **relationship building and lawyer marketing center around the client**. Make a point to ask relevant questions, learn about others, and let them know that you're interested in them!

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