



[Tips on Gathering Client Testimonials](#)

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by [Stephen Fairley](#)

We always keep track of the questions we get from attorneys at our [Rainmaker Retreat](#) two-day law firm marketing intensive. First, it gives me an opportunity to stay current on the issues that are top-of-mind with you; second, it allows me to share some more universal Q&As in hopes that our blog readers will benefit as well.



At our Las Vegas Rainmaker Retreat last weekend, one of the questions that seemed to elicit the most note-taking from the audience was:

What's a good way to get people to give me a testimonial?

Here's my answer:

It depends on your practice area, but timing can be very important. For example, if you are a personal injury attorney, you might want to ask for the testimonial when your client comes in to pick up their settlement check. This is when the client will be the happiest. The case has been closed and they are getting a check.

If you practice in other areas of the law, you can still pick a good time when your client is pleased with your work. That's the time to ask.

You also need to make it easy for people to give you a testimonial. Let your client know why a testimonial is important for you! Make it part of your process, like an exit interview. Guide the prospect with questions so you can get strong testimonials. Position the testimonials as "before" and "after" scenarios. These are powerful. Also, if you squirm at just the thought of asking for a testimonial, then don't be the one to ask. Have your administrative assistant or paralegal or associate do the asking as part of your closing-the-case process.

FREE Rainmaker Retreat Preview DVD – Learn Before You Go!

If you want to **learn more about the Rainmaker Retreat** and why it is a proven legal marketing system that has helped over 9,000 attorneys find more and better clients, then [click here](#) to receive a free DVD of your colleagues (and even your competitors) describing their experiences at our 2-day law firm marketing boot camp, the Rainmaker Retreat.

Upcoming dates for the Rainmaker Retreat include:

February 15-16, 2013 – Orlando, FL

March 15-16, 2013 – Newport Beach, CA

Instead of us telling you how these 2 days will transform your practice, listen to your peers describe their experiences in their own words by clicking [here to order your complimentary DVD right now.](#)



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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