

## Free Legal Marketing Tool: Harness the Power of Raving Fans

I've talked a lot about systematizing your processes so you can set your client expectations and turn them into raving fans. But it's possible that I haven't explained precisely why raving fans are the key to your business freedom. Having raving fans isn't simply an ego boost (though it does feel good), it makes a huge difference to your bottom line and ultimately the time you have to put into your business.

Here's a few of the reasons you want raving fans:

1. They insist that all their friends and family use your services. This saves you huge marketing time, energy and money.
2. They will butt into the conversations of a strangers asking for legal advice to say they must contact you, and only you, because of their incredible experience. This kind of a referral makes engaging the client a piece of cake for you.
3. They become walking advertisements for months or even YEARS down the road-giving you a greater marketing ROI than any magazine ad or direct response marketing campaign could ever touch. Plus, they are more likely to use more of your future services, which means more bottom line revenue for your business.

Today, it's about high-concept, high-touch, relationship-based service. It's what's bringing in the clients and keeps them so they stay, pay and refer. And that means more happiness for you.

You already know times are tight and that means the same old, same old is simply not going to do it. People have lots of choices among lawyers and will not spend their hard earned money on just anyone. Revamping your client service process to create a high-concept, high-touch experience without much additional expense will put you light years ahead of the competition struggling to figure out what this shift means-and how to operate under it in their business.

Think about this for a moment.

What do people think of when they think about lawyers? Non-responsive, dodging phone calls and foot-dragging. They come into the relationship expecting to have to stay on your tail and call your office every couple days to check on their progress. They expect you to treat them poorly. It's sad, isn't it?

Imagine their surprise then when your firm treats them completely differently. Now, you are proactively communicating with your clients. You're still giving red-carpet treatment-even after you've won their business and cashed the check.

That is what creates a raving fan for life of your firm-not to mention, a raving fan who will call you whenever she needs a "trusted advisor" down the road.

So now that you know WHY client service systems (aka the automated process of how things are handled after a client says yes and gives you a check) is so important, I invite you to learn HOW to set up a client service system that works by downloading a replay of my call on implementing a client service system at <http://www.lawbusinessrevolution.com/freecall/>

PS. Here's an example of what happens when you create raving fans. They send you unsolicited testimonials like this one:

"This past Monday, the day after I listened to the CDs on client service over the weekend, I had a couple of client meetings that resulted in \$3k of additional revenue b/c I asked 4 "\$1,000 questions" and got yes answers on 3 of them. So the system paid for itself the day I started using some of the ideas - Pretty cool!"

-Pete Sisson - Boise, Idaho