

Law Firm Marketing: Yet Another Secret Top Rainmakers Use to Fill Their Practice

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Earlier this month I blogged about the [secrets top Rainmakers use to fill their practice](#), gleaned from more than 10 years of working with small law firms and solo practitioners. Here's the next one:

Strategy 3. Keep In Touch With Clients

The best source of referrals is often a satisfied client, but only if the client remembers you when one of their friends or colleagues needs your help. If you're like most attorneys, you have helped hundreds of people over the years, so staying connected to them every 4-8 weeks can be an overwhelming task. Here are a few **tips we recommend for keeping in touch with your clients**:

Use a contact management system. Have your assistant enter their contact info into a database program like InfusionsoftforAttorneys.com, ACT!, Goldmine or Salesforce.com. Information is only as useful as it is accessible.

Collect their email addresses. Add a place for their email addresses on your intake form.

Send out a "Keep In Touch" letter to former clients thanking them for the opportunity to serve them.

Conduct an Annual Client Satisfaction Survey. Ask clients what they liked most and least about your firm as well as what upcoming challenges you could assist them with.

Offer them a special report or "Top 10 Tips" sheet and request they update their contact information.

Send them practical, educational information every 4-6 weeks. Electronic newsletters, called **E-newsletters, are the best way to stay connected.** Make them short. Focus on informing, educating and adding value to your clients (do not turn this into a sales pitch). We recommend www.ConstantContact.com to manage your e-newsletter.

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Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set](#) and manual applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

[Click here](#) to order your Practice Made Perfect for Lawyers CD set and manual now.

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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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