



## Top PRIORITY: Ask for Referrals!

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### *3 Ways to Generate NEW REFERRALS and MORE BUSINESS*

Referrals are often the most **effective** and **efficient** way to get new business. Turning those good intentions into action, though, isn't always easy.

Some lawyers find that [asking for a referral](#) can be awkward or uncomfortable. Others are just blind to the opportunity - even if it's right in front of their faces.

If you're having trouble reining in referrals, here are three easy ways to kick start the process.

#### **1. Just say thank you.**

An easy way to generate referrals is to **always say "thank you"** to those people who have provided you - or attempted to provide you - with referrals in the past. In addition to saying "thanks," it is also worth your while to **follow up with a phone call** to let the person know how the referral panned out. Did he or she hire you? Let your referral source know!

With your best referral sources, you might want to send a hand-written note, small gift, or offer to buy lunch as more personal and tangible way of saying thanks.

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The key to getting MORE referrals is to systematically touch base with your referral source every month or so and use that occasion to bring value in some way...invite them to lunch, send them tickets to an entertainment event, introduce them to a business contact who might be useful to them, forward an article of interest...anything that will advance your relationship with your referral source and demonstrate that the relationship is not a one way street.

## 2. Pounce on unprompted referrals.

Unprompted referrals are rare. They're also spontaneous and unpredictable. Most attorneys fumble the opportunity simply because they don't recognize it - or they fail to follow up.

Here are a few **common unprompted referrals** that **EVERY LAWYER** should take advantage of:

- **The client says there is someone in his or her company they'd like you to meet.**
- **Your friend from college or relative suggests you get in touch with someone who needs legal service or advice.**
- **Your partner suggests you meet with one of his clients or friends.**

Unprompted referrals generally mean that you'll only get the name of someone who is actively looking for an attorney. Or, they could involve a simple introduction. The keys here are to **recognize the referral opportunity when it's available and follow-up!**

## 3. Just ask!

A **prompted referral** is a **carefully planned** and **strategically timed** request to a colleague or partner.

Create a vivid picture of your ideal client by offering a **clear statement describing the type of clients you're seeking**. The more specific you can be, the better. For instance, do you have the name of someone you'd like to meet? Or, can you outline specific scenarios in which someone might need your services?

Next, offer a **clear statement of the help you'd like**. Don't beat around the bush. Ask to be introduced to a specific person. Or, ask for an introductory email to be sent. The clearer you are about what you want, the more likely it is that you'll get it.

**Referrals are a gold mine of opportunity.** Recognize them and seize them!

If you don't - someone else will.

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