How to Identify Hidden Referral Sources

Stephen Fairley

Too often, attorneys sign a new client without having a true understanding of how that client came to them.
How can you repeat your successes if you don't know what you're doing right?
If you start examining the ways that new clients come to you, you will begin to reveal referral sources you didn't even know you had.
Here are some tips for discovery:

Whenever someone calls to inquire about your services, have whoever handles the call ask how they found your firm. If they say on the Internet, ask what search terms they used. If they say they saw an ad, ask where. If they say they were referred, ask by whom (and be sure you follow up with that referral source to thank them promptly!).

Create a spreadsheet so you can track how prospects find you. The idea is for you to be able to tell at a glance what law firm marketing method is bringing you the most leads.

Track how many times you "touch" each lead before they become a client, and what methods you used to keep in touch.
Examine the data for which activities you are currently doing that result in the best quality leads, and which ones are bringing in prospects that are not a good fit for you.
Track costs and how much time you are spending for each of your law firm marketing activities so you can determine your ROI for each activity.
Have your clients provide feedback on your services – likes, dislikes and be sure to ask if they feel good about referring you to friends and family.
Once you are able to tell what you're doing right, you can then put your resources to work in areas that bring you the best quality leads.
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Get All the Law Firm Marketing Strategies You Need to Create A 7-figure Law Practice with Rainmaker In A Box: Volume 2!
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Discover the proven step-by-step system used to double your referrals from current and former clients and how to build a network of strategic referral
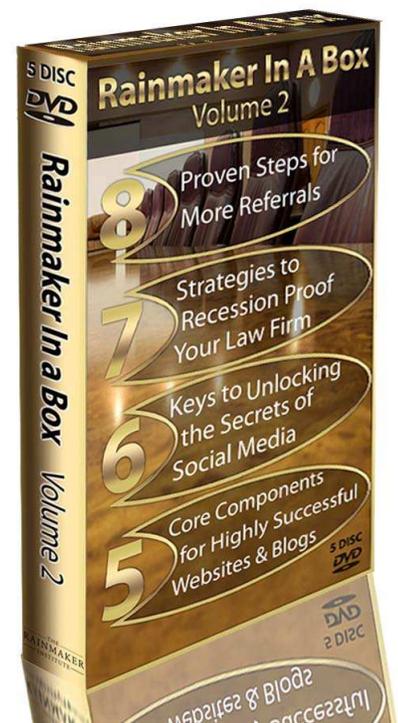
partners. Top attorneys have used this exact system to double their referrals in 6 months or less!
7 Strategies to Recession Proof Your Law Firm

Watch and learn as I walk you through the specific strategies top lawyers are using to increase their revenues in this tough economy-and it doesn't include reducing their fees!
6 Keys to Unlocking the Secrets of Social Media

Social media has emerged as the fastest way to build a massive platform of prospects! I pull back the curtain and let you in on little known secrets of how attorneys are generating dozens of leads every month from social media.
5 Core Components for Highly Successful Websites & Blogs

My interview with nationally recognized personal injury attorney John Bisnar on how his law firm uses search engine optimization and internet marketing to drive tens of thousands of unique visitors every month to his 30 websites and 10 blogs. Discover proven techniques for converting website visitors into paying clients.
Data DVD: Includes all 4 PowerPoint slides for all 4 presentations. We recommend you print all these off and take notes on them as you experience these information-packed DVDs!

***For Blog Readers, Facebook Friends, Twitter Followers and LinkedIn Connections – we are offering you a **$50 discount for Volume 2 and a $100 discount for both Volume 1 and Volume 2** because of your social media presence with The Rainmaker Institute.
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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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