

SPECIAL REPORT

How To Triple Your Referrals

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The fallacy in referral-generation is if you do a good job people will come. The reality is, if you do a good job as an attorney, it will *encourage* people to come. The reality is, if you're an excellent attorney people will be eager to find out about you. Now does this mean you will necessarily get referrals? No. The reality is, people need to be told what to do. People need to be told that you want referrals. Probably the biggest mistake I see time and time again is attorneys do not ask for referrals. There can be many reasons for that but the point is, if you want referrals – this is sort of the broad headline here – you must ask for them. You may be uncomfortable in doing that; you may be unaccustomed to doing that. Get over it. I'll tell you why: because people are **not** uncomfortable with giving referrals when they are pleased with the service.

The fact is, people want to give referrals and there are literally 3 reasons why you will get referrals. **Number one**, someone will refer you a case if they truly want to help someone else. So for example if I have my brother needs an attorney in a particular area of law, I really care about my brother and if I know you really do a good job I will be referring the case to you. I'll tell my brother, "Hey call Mr. Smith, he's a good attorney and will take care of you." So number one to help.

Number two there is an ego reason. You need to very aware of this, psychologically when you are dealing with referrals – when you are putting together your marketing – when you're handling referrals, you need to understand an ego-stroking element here. I will give a referral to someone because I want them to know that I go to the best. You will hear this all the time: "Oh go to my lawyer he's the best." And a lot of times the reason they say that because it makes them look good. So there is definitely an ego-stroking element in the referral here.

Number three sometimes you'll get a referral by default. This is where niche marketing comes in. If you are one of the few people that does a particular area of law, you will get a referral because there is no one else that does that. So for example, if I need an admiralty attorney – and were not really accustomed to seeing admiralty lawyer advertising – if I've heard of a admiralty lawyer or seen an ad you'll get the referral simply by default.

So those are the three main reasons why people will give referrals. This is really what led me to conducting this seminar. I had send you two ezines, the first was titled "*How to Triple Your Referrals, Part 1*" and the other was entitled, "*How to Triple Your Referrals, Part 2.*" In the first one, I talked to you about the referral "secret speech."

Now let me back up a little bit and go over it again because this is crucial to building your referral practice. When I talk about the term "referral" I am not talking about advertising... I'm not talking about direct mail... I'm not talking about publicity generation, although sometimes someone can write an article. For example, one of my coaching members, Samuel Berman in Pensacola Florida, wrote an article and got some publicity out of it. An attorney saw it, contacted him and, to make a long story short, it lead him to a case that will probably be in the many millions of dollars. And that was a referral. I'm not talking about that. I'm talking about

getting cases from people you know – getting cases from current and past clients, getting cases from colleagues, i.e. other lawyers, getting cases from other professionals related to your area of law, getting cases from family and friends, getting cases from people of influence.

I am trying to squeeze a whole bunch of stuff in here – but that is what I’m talking about when I say “referrals.” Essentially there is a middle man, there is a third person, someone who is saying I know of someone who can help you for this particular legal need, let me connect you.

So back to these two emails that I sent you. The first one dealt with the referral “secret speech.” And basically it went like this... You have your first/initial meeting with your client and the client is about to sign the engagement letter or retainer agreement. You need to sit that client down and have a very serious enlightening, honest talk with them. Let me tell you right now, attorneys who have law clerks do their initial consultations – attorneys who have paralegals do them or don’t spend more than five minutes in their initial consultations – are missing out big time. They may complain about not getting enough referrals. It’s probably because you are doing a terrible job in your initial consultation. That is prime marketing time. Referral time starts as soon as that client come in the door to meet you. In fact I’ll be honest with you, referral time starts as soon as that client *inquires* and calls you or your secretary or your receptionist to make an appointment. So if you are not taking time to conduct a proper initial consultation, I’ll tell you what, you are probably missing out on 50% to 75% additional referrals you can be getting. This is very important. The initial consultation needs to contain what I call the referral “secrets speech.” Basically it goes something like this and pay very close attention. Because it is being worded in a very specific way.

You sit down with your client obviously after you go over the details of the case, but at the point where you are almost ready to hand them the contract or agreement, you say:

“Listen I take my relationships with my clients very seriously. But in addition to the legal aspect, I feel I get very involved personally. It matters to me not just how your case goes but how other matters affect your life, your family, your business, and therefore I get very close and very attached to my clients. I don’t just do this as a one-time deal where we are about to do business and then I’ll never hear from you again. So because we potentially have a long-term life-long relationship, I know you expect certain things of me.”

They will say yeah and listen very tentatively.

“Obviously you expect me to be honest with you right?” They will say yes. “And you expect me to communicate the legal matters to you and explain them to you.” Yes. “And you expect me to be prompt in returning your phone calls.” They will say right. You are dealing with what they are expecting from *you*. You are sitting down and opening up, very important. This is leaps and bounds better than the, “Hey fill out this questionnaire”... “I can get you probably 10k on your PI case, see you later.” It is very different. And so you say you expect this of me and that of me. “I understand that and I do whatever I can to make sure that I live up to that commitment.” They say great. “If at any point I am not living up to that commitment I want you to come to me and say listen I want to talk about what is going on.” They love it and say I really appreciate that.

“Well at the same time since this is a reciprocal relationship whenever I take on a new client, I expect certain things too.” They will look at you sometimes a little puzzled, sometimes a little intrigued. Sometimes excited because they really feel that you are taking this on as a long-term matter. You are not just putting them in a file. Very important.

Now you say, “I expect, that you will always be honest with me.” They will say Yes. “I expect that when I request information from you, that you will be forthcoming and accommodating.” You say, “I expect that when I do work for you that you will pay on time. I also expect that if I do a good job for you that you will send me referrals. This is how I build my business. I take a very personal stake in my clients’ cases and in my clients’ lives because I just don’t see myself as a guy that fills out forms and sends them to the court for you. I see myself as an adviser, as a friend, and someone who cares.”

You see the difference here? You see how this is completely different than the concept of rush them in and out. Make them sign some forms, make a copy of their insurance cards and get them out of there. This is probably the most important talk you will have with your client. You do it from the **beginning**. This is called “planting the seed.” You plant the seed with your client from day one so they understand where you are coming from and obviously you are giving it from the point that you are *caring*. From the point that you want to be their friend. From the point of, “this is an on-going relationship.” From the point of, “you have people who you care about who I’m sure you don’t want to see get hurt, so you will be referring them to me.”

While you are saying this, and I wrote this in the ezine which scared some of you off, but you say, “OK here is the retainer agreement, I want you to take a look at it and sign it.” Psychologically, mentally, you have connected the agreement they made with you about referrals with the retainer agreement they are about to sign. In their minds, they are signing not only a contract to do legal work, but also a “referral contract” with you. This is crucial because that is when the client starts thinking about what he can do to give you referrals.

But if you are the type of attorney who is awkward, who is embarrassed or shy I have to tell you that you need to get over that. You can take baby steps, but I also have to tell you that clients will appreciate this, contrary to what you might think – and I’ve had tons of attorneys who have done this and called me and thanked me. Now understand the principles behind “the talk.” Clients appreciate it because they feel that the attorney is committed to them for life. That is the summary of the secret “referral talk”. You do it in the beginning.

Now I’ve had an attorney who I actually had as a client and then I dropped him because he said to me the most important thing I see in getting referrals is do a good job at the beginning, do a good job at the end, and the middle doesn’t matter. After we had sort of a heated discussion about this, he insisted that he simply did not have the time to put in the middle of the case. So as soon as a new client came in, he was great and gave them a lot of attention, listened to them. During the middle of the case, he let law clerks and associates handle the matter – didn’t give them personal attention. At the end, when it was time for the check, he magically appeared. Though this might work to a limited degree, it greatly impedes and retards the potential for referrals – and it’s just a bad and unprofessional way of doing business. I had him as a private client and I no longer have him. I fired him as a client.

Now, at the end of the case or the matter you also have to sit down with the client and give them the second part of the referral talk. Sit down with them and make sure everything went well. But you also want to make sure they understand that it is very important to give you referrals. Like I said, sometimes clients think that you are too busy for referrals or you don't need them, or it's not the right time. They see you busy all the time. So you need to communicate that. There are a couple of ways of doing it.

One way is to follow a method that Brian Tracy outlines. If you ever get the chance to read some of his materials or listen to him, he's really wonderful and very knowledgeable. And you'll say something like, "It's been a real joy, real pleasure dealing with you and working on your case and I'm wondering if you know two or three other people who are just as wonderful as you that I may be able to help in their legal matters. Can you think of any?" And they might think for a second, give them time, let them think. They come up with a name or two. Brian suggests you continue, "OK, do you know their number?" And if they are their good friend, they will say yeah and write down their number. Then he suggests you go even further and say, "Would it be terribly inconvenient if I asked you to maybe call them right now so that perhaps we can make an appointment with them, they can come in, and then I can help them?" Pretty gutsy, isn't it? But what is the worst that can happen? They say no? It's not going to hurt you any – it's not going to affect your relationship. But it can certainly double or triple your referrals.

Now the other method that I talked about in the newsletter is a little less direct. But it still has the same power and effect. You say something like, "Mr. Jones, I hope you have been satisfied with how I have handled your case," and they'd say yes. Then you'd say that "We have been able to achieve quite a good outcome for you" and they might you know say yes. If it's a personal injury case remind them of how valuable you were. You might say, "Remember you wanted to settle for 40k and then I told you lets keep pushing, let's keep going? Because of me pushing you a little bit, we settled it for 70k. Do you remember that? They'd say yeah. "Obviously an extra 30k can help a lot can't it" and they'd say yes. So you've built value on what you have done. So you tell them, "And I'm sure if you have family or friends or associates or people who need an attorney, you want them to go to someone who cares about them and their case?" they'd say yeah. "You also want to see them have a lawyer that will give them value, a lawyer who will not just take the first settlement and take it and run and not want to finish the case, but someone who is committed and their for the long run. Maybe I can also help them get the most out of their case." The point is you establish value for yourself and you ask them about the people they know and how you would be able to help them. In the end you can say, "Can you recommend some people? Two or three people that you can contact because tell them obviously bar rules prohibited from contacting them directly myself – they would need to contact me. Do you think you could do that favor for me?" I would say 70-80% of the time your client will have one, two, three or more people that they can recommend. Clients *want* to refer you cases. You have to understand that. You have to make it easy for them. You have to make it enjoyable for them, you have to let them know that the people they refer will be very well taken care of.

So you plant the seed, you give them the secret referral talk in the beginning. You do an exceptional job throughout the case and you really hammer home the importance of referrals at the end. They leave your office happy and smiling and feeling good. Feeling like they have gotten value. That's very important. Now let me move on.

Throughout the case you've been hammering home the concept of referrals. It's a very important thing. You talk about it when you send out your newsletters. Maybe you give an example of someone who referred you a case in the newsletter. You make it seem like such an important event that the client wants to **partake** of that. They want to be part of this great referral frenzy.

Now besides getting clients from your previous and current clients, you should be getting clients from other lawyers. Unfortunately I do not have time to talk about each of these segments. But other lawyers are a wonderful source of referrals. You need to cultivate relationships with lawyers. Let me talk for a minute about networking. You know that networking to me, to a great extent, is a waste of time. What I say is, if you are going to "network" you must build relationships. Networking, in and of itself, does not give you efficiency and does not leverage time. But it might open doors and introduce you to people. What you want is to build relationships with lawyers. Building relationships is much better than just "networking." That is what you are looking to do, so you want referrals from current and past clients. You want referrals from other attorneys, even your competitors.

This is sort of a side note, but don't be afraid of connecting with competitors because the reality, is many times they get cases in which they have conflicts... many cases, for one reason or another, they can't handle... many cases that they don't see value in. And so they give the case to who may see value in it. This happened to the attorney I told you about in Pensacola, Samuel Berman. He received a case from a competitor who thought it had no merit. Samuel ended up getting a tremendous amount of money, I believe he settled the matter. But don't be afraid to connect with your competition because the more doors you can open the more opportunities you have.

Also you want to get referrals from other professionals who are related to your area of law. So, if you are a real estate attorney you need to look out and see what other professionals can give you referrals. Be it mortgage broker, real estate agent, be it furniture storeowner, be it landscape company. You need to start making a list of who is a professional in your area of law with whom you can develop relationships with. Because the reality is, a simple networking function is not sufficient. It will not replace a relationship that someone has with someone else. So if my brother is a bankruptcy attorney and you are a bankruptcy attorney trying to network with me, well, where is my loyalty? Do you think a simple networking function will change my loyalty and my mind and convince me to refer bankruptcy cases to you over my brother? But if there is a relationship built – and you may or may not want to invest the time – while my brother might still have my loyalty, I may still want to help you. So building relationships is important.

You should also be getting referrals for your family and friends. You should be getting at least two to three to five referrals a week from all these people that I am talking about or more.

Centers of influence. People who have influence with a large group of people. You will remember that those that have attended my seminars, I talked about receiving one to three referrals a day when I was practicing. The way I did that was I connected with a Bishop who had about 16 or 18 churches in his diocese and he was very influential with his diocese and his priests. What I did was I established a help line for all the members of the congregation.

Essentially I gave him a toll free number and said it's on my dime, he's a center of influence. You can do this with any religious group, you can do this with any member or leader of an organization or business association or networking group. Essentially I told him give this number out to your people and if they have a legal problem they can call me. It had reached such a crazy level, I was bombarded with so many calls that I just started referring the cases to other lawyers because I couldn't handle all the calls. This is what happens when you really connect and build the relationship with someone who is a center or sphere of influence. You offer them something for free. You let them see the benefit and you will be rewarded. Obviously you do good work, it is important for you to stay on top of the cases that you get and give them good service. You will be wonderfully rewarded.

Let's talk about three parts of every referral. It's important that you can distinguish the three different parts because each one has a different job and each one will give you different results if you approach it in a different matter.

The first one is prospecting for referrals. That means that you are actually *looking* for referrals – and that is pretty much what I've been talking about. How to prospect for referrals. You do it through present clients, you do it through past clients, and I haven't even talked about doing it through direct mail and sending client satisfaction surveys and doing all these different things to generate referrals. I'm just giving you some ideas here to open the door.

How to find referrals. You obviously want to generate good referrals. But here is a little tip for you. If someone gives you a referral, even if it's a dud, even if it is a horrible referral, even if it has no merit, it's very important – it's imperative – that you acknowledge the referral and thank them for it and appreciate that and keep them up to speed on this referral. Because the guy who gave you a dud today can give you a million dollar case tomorrow.

Now, the second part of a referral is the actual referral. It is when someone gives your name and has the "referee," the person receiving the referral. This is when they actually call you and contact you. There is a real subtlety here that I'd say 99% of lawyers miss. So let me give you an example here. Let's go back to the brother example. I tell my brother go see Joe Smith because he handles let say appellate law and my brother has a case and he needs to appeal. So I tell my brother go see Joe Smith, he'll do a great job for you on your appellate matter. So my brother goes to Joe Smith and my brother says, "Hey Joe Smith, my brother told me to contact you and here I am because he said you were going to do a good job." Typically what is going to happen is they say ok that is great. Ok let's talk about your case.

What happened is Joe just missed a prime marketing opportunity that affects my brother and will affect me. If my brother said to Joe listen... my brother Nader Anise sent me here. Here is what Joe is supposed to do: "Wow that is great! You know, I've known Nader for quite some time now and he is one of the best guys!" (And continue talking about how great I am for a while.) The approach is, he is really supposed to talk me up big time. He's supposed to say how wonderful I am and what a great guy and lawyer I am – and we go way back, etc. The reason for that is two fold. Number one, it is going to come back to me about how highly he thinks of me. After my brother leaves and has a good experience with Joe, he is going to come back to me and say, "You know that Joe talked you up and said how much he likes you. He said you are great."

That will make me feel really good because he just stroked my ego. Remember we were talking about the different reasons for referrals. So if my ego was stroked this time, I'm going to say... you know what? I am going to refer this guy some more cases. So he can tell people how wonderful I am.

So it is real important to talk up the referrer. The person that is making the referral. You want to talk them up and say how great they are... how well you know them... what they have done for you, etc. Whether it's a lawyer or non-lawyer, the point is you want to make them feel good – plus the client that is being referred will feel secure because they feel like you know their friend or their brother or their relative. They will feel a lot more secure giving you the case. Do you see how different that is than sitting down and finding out the case was referred and saying “Oh OK, that is great.” Then you just go right into the case. It makes a very big difference in how you handle the actual referral

Number three. The third part of the referral is the post referral. You are saying you didn't even know there was a such thing as a post referral? What I mean by the “post referral,” the third part, is how you plan on rewarding the referring party. What are you going to do? How are you going to show your appreciation? How are you going to thank them? How are you going to make them feel special? How are you going to make their heads spin from your expression of appreciation? This is probably the most important thing I am talking about today. This part of referral, this reward, is so crucial. I will tell you why. It's crucial because chances are, if I make a referral to you I will probably make another one sometime in the future. If I know someone who needs your services chances are, I am going to come across someone else who needs your services. Based on the power of numbers. Just based on the people that I know and the contacts that I have. Chances are you will make that referral. The great thing about it is I already know how to do it. See, I've already made a referral to you and I know how to do it. I know the process, I will call you or email you or fax you. I know how to do it. When you don't acknowledge a referral you should be shot. The truth is anyone who does not acknowledge a referral really doesn't deserve to get another referral. I hate to be so harsh about it but that is the reality.

Now let's go one step higher, some lawyers will pick up the phone and call and say, “Hey thanks for the referral.” That is the minimum; that is very weak. Is it better than doing nothing? Yes. It is weak. Some lawyers will actually send a letter or a card. I will say that is not as weak, but it is still not so great. The reason it is not so great is because it doesn't make their heads spin. It's nothing special. A lot of other lawyers do the same thing. As an attorney receiving a referral, you want to make the other lawyer's head spin. You want to make them go, “I am blown away by what just happened here!” Just because I gave a referral! See I think if you took a second and thought about this concept of a referral and what it means to you and the significance and the impact and economic advantage you have got because of a referral, you would do *a lot* more. You have to realize when someone sends you a referral it means **number one** I trust you, **number two**, I am willing to let this person who I care about come into your office and willing to let them be exposed to you as an attorney and how you operate. I'm willing to put them in your hands. **Number three**, they have just put money in your pocket and it could be a thousand dollars, hundreds of thousands, or even a million dollars. You should handle all referrals with a great degree of care and you should reward the referring party handsomely.

The question may arise, what kind of reward to give? The best thing that I have found – and I know that I have said this a hundred times to you and you still don't want this to sink in – is a referral fee. But I'm not going to talk about referral fees and you already know about it and my position on it. But... pay referral fees whenever you can pay IT! If you don't pay it, it is saying to me you have no clue about how a business is run because if someone goes into any type of business atmosphere, whether it be a real estate company or a bakery or drugstore or florist, and someone approaches them and says listen I can increase your business by 10k but you're going to have to pay 2k or 3k would you accept it? That is a no-brainer. If I'm a florist and you say to me I'm going to show you how to make 10k in a week but you're going to have to pay me 3k is it a no brainer. Of course it is a no brainer. That is a 7k profit!

As lawyers we don't understand that, we don't think that way. So whenever someone says, "Well, we have a policy of not paying out referrals." It means that you don't know how to conduct business; it means that you are still in the "practice law" mentality not the "business of law" mentality. So I said I wouldn't talk about referral fees and I got myself going there. What else can you do?

Some of the best rewards, some of the best gifts are personalized items. For example I have given you in my ezine some examples of part of what I do. In my company, we do personalized cartoons that are big and impressive, and lawyers hang them in their offices. I gave you a idea of sending a money clip or a little wallet with a little note that says, "Thank you for helping me fill my wallet. Maybe someday I can reciprocate." Something that shows creativity and class and imagination. Something that says hey I really appreciate the referral because that is how you have to think about it. Referrals should **NOT** be taken for granted. If you start becoming numb to how valuable referrals are – you start handling referrals like they are expected – you are going to lose a lot of other referrals. So always keep it in mind, a referral is a huge deal because someone has said to you I entrust you with this person who I care about and, by the way, here is some money for you. That is what a referral is. You have to keep that in mind.

I want to give you seven rules for referrals, some really important things, that you have to do in order to triple your referrals. Remember this is all about tripling your referrals. I promise you what I have told you so far can significantly increase the number of your referrals – whether it's the "secret speech" given at the beginning or end of the initial consultation; whether it's how you will reward a referring party; whether it's the center of influence strategy, it will increase your referrals but you will also have to be very aware and always have your radar out. So let's talk about these 7 rules for referrals. If you want to optimize, to maximize the number of referrals you get, you have to do these.

1. **Niche.** It's very difficult to get a lot of referrals if you haven't "niched" your practice. So if you're an attorney who does about 8 different types of law, how is it that someone is expected to refer you case when *they don't know what you do*? If you are doing business law, criminal law, personal law, injury law, family law, etc it is real difficult for me to refer a case to you, contrary to what you might think. You might think, well... if people think I do everything then they will send me everything. Wrong! That is absolutely

wrong. When people are confused they do nothing. This is a rule in marketing: a confused mind does nothing. So they might say, “Well I know a lawyer, he’s a good guy but I’m not sure if he can handle this case or if he does this. He handled my divorce case, but I don’t know if he will form a corporation for you.” They don’t know what you do because you are not niched, you are not specialized, you are not segmented. You haven’t held yourself out to the community and the public and everyone as a master and an expert and someone who really understands your field. So without niching your practice it is very difficult to optimize/maximize the number of referrals.

2. **You need to track your referrals.** I don’t know how many lawyers, and it’s a large percentage, when they get a new client in they do not track where the clients are coming in from. I’ll ask this question, about what percentage of clients come to you by referral? And they say I don’t know. This is just inexcusable. You need to know exactly where every client is coming from. 48.2% from advertising, 17.3% from referrals, 22.8% from direct mail, etc. You need to know exactly where your clients are coming from because you will be able to better market when you know where to invest your marketing dollars. Plus if you are getting a lot of referrals, you are doing things right. If you are not getting enough referrals you need to focus on that.
3. **You need to address the question of, “what is in it for me?”** Remember I said people who are referring clients are usually doing it for one of three reasons. To help someone else, for ego reasons (sometimes it’s a combination of both) or by default. Because they happen to hear of a specialized niche. Because they saw your ad and they saw you were one of the few people who did it and say call him. But you need to address that element so if you know someone is sending you a client and you haven’t addressed the “help issue,” you haven’t addressed the “ego issue,” chances are you are not going to get many more referrals from this person.
4. **Make sure everyone knows what you do.** You need to come up with a three, four, five word – I don’t want to say slogan – but a little thing about what you do. So that when you meet someone you can say I do this type of law – basically tell them what your niche is. If you want to do a little test, I guarantee you that if you contacted some of your cousins or maybe some of your close relatives and ask them, “Hey do you know what kind of law I do?” I guarantee you that many of them will say, “Oh I’m not sure exactly but I think it is this _____” Guess what? If your own relatives don’t even know exactly what you are doing, how do you expect people who aren’t related to you to know? How are you expecting them to refer you cases? You need to communicate exactly the type of law that you practice, make it very clear and be succinct in a statement that they will understand and will be easy to remember. Otherwise, don’t expect to get referrals because no one knows what you do.
5. **Implement regular communication programs with your contacts.** That means, the least you should do is a monthly newsletter. You need to constantly communicate with your people. You want to be in front of them all the time. Maybe not physically, but your words, your letters, your newsletters, any type of communication from you needs to be in front of them. Now there are marketing statistics that suggest for every month that you do not communicate with your client database, you will lose approximately 5-10% of that base every month. (This is meant to apply to clients after you have finished their case.)

They will just forget about you, find someone else. There won't be loyalty. See this regular communication encourages loyalty as well.

6. **You need to be “referable.”** You have to understand that you can do everything, be the master marketer and do everything by the book. You can be this wonderful wizard of a marketer, but as a lawyer you need to be referable. That means you need to be likable, you need to be professional, you need to treat people well, you need to be trustworthy. I mean you need to make it easy for people to refer you cases and that is number 7.
7. **Help people to refer you cases.** What I mean by that is if you have marketing materials, provide them with the materials. If you have any type of certificate to hand it, provide them with the certificate: here is a strategy that I want to tell you about. If you are able to send your current client list of your previous client list a letter and say I have enclosed a certificate for a free consultation or two certificates. Maybe you have one or two people you know who might be able to use them. This creates referrals. This gets people to think; this reminds people of what a great experience they had. Especially if you are the type of attorney who uses speed as a marketing tool. By “speed” I mean action, fast action. Speed in answering a call, speed in meeting clients' needs or requests. Speed builds value. So if a client calls you and it happens that you were in and you were able to call them back in 5 minutes, their jaw is going to drop. This builds value. You have to understand that the quicker you get to clients, the more likely they are going to be impressed and give you referrals.

In closing up here let me just give you a few referral strategies here. Before I end it.

Number one ask for referrals, I know we talked about and I know it sounds simple but you don't do it. Lawyer's for some reason don't do it.

Number two educate clients about the legal process. This is crucial and this really comes in mainly in the initial consultation. When you actually sit down and show samples of pleadings – you tell your clients here is what we are going to file. Here is what we are going to file. Here is the strategy. Here is an example of a pleading that we are going to file. This is an example of what the opposing lawyer might do. Here is an example of articles of incorporation and here is an example of the stock certificate that you are going to get. See it, feel it, look at that. You educate them and make them understand. Here are some testimonials that I have gotten, some letters that clients have sent me. Testimonials are very important. See, if you educate the client, they will be your sales people for life.

Number three speed in handling calls and requests builds credibility. Builds value. This is something that I can't stress enough how important that is.

Number four, you can do a strategy called the VIP referral wall. Basically when clients send you referrals, make them “VIPs.” The Mary Kay Cosmetics strategy if you know of it, they

give the salespeople little pins as rewards: someone sells x number of products, they get a little pin; if they sell x they get a little ruby in the pi; in they sell x they get an emerald; they sell more they get a little diamond; then after a month, there is a lunch in to acknowledge all these wonderful sales people. Do the same thing for your referrals. It is very possible, and I know attorneys who have done that, to implement this type of strategy. What happens is people will start literally *competing* to get you clients this top VIP. Real great strategy.

Number five, regular form of communication like I said a newsletter or a ezine.

Number six, enclose a referral certificate for their family or friends to get a consultation or one hour free or something, some sort of incentive.

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