

Free Things We Can Do For Clients

By Martha Newman, J.D., PCC, TopLawyerCoach, LLC • December 5, 2011

21 Simple Actions That Will Keep Clients Happy and Business Humming



You know that old adage that nothing in life is free?

Well, throw it out the window.

In the professional world, particularly the legal field, free perks tend to drive up business and make clients **really, really happy**.

Sure, when you're looking for **ways to boost revenue**, doing something for FREE is a little hard swallow.

But remember, your goodwill will not only make your client extremely happy - chances are he or she will give you business for life.

So what kinds of things can you do for free?

Here's a list of 21 actions that will no doubt put a smile on your client's face.

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1. Visit clients often and regularly at their places of business.

Tell your client the visit is on your dime. Tour her facility, meet her staff, ask questions about the business, and listen and learn about your client's goals. This type of interaction will increase your one-on-one time with the client.

2. Free CLE programs.

Conduct onsite CLE programs for in-house counsel clients.

3. Free litigation briefings.

Conduct briefings on preventative litigation subjects for clients.

4. Do not bill for quick questions or emails.

Make this a rule for all of your clients - and stick to it.

5. Interview a client for an article you are writing.

Quote your clients and spotlight their successes in some way.

6. Set up "office hours" at the client's place of business.

Again, state that this is on your dime. Arrange for a conference room at the client's office and invite various personnel to stop by and ask work-related questions about compliance issues they are dealing with.

7. Send your client referrals.

Send them work, clients or introductions that will help his or her business.

8. Promote your client's business.

Looks for ways to promote the company or client in your own life. For instance, if you are running in a race you could wear the client's logo-emblazoned T-shirt.

9. Nominate your client for an award.

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Many trade and regional publications frequently host competitions. Nominate your clients, and let them know it was your pleasure to do so.

10. Support your client's favorite charity.

Go to its events, offer to send some of your staff to help and, yes, donate money.

11. Learn the names of a client's significant other and children.

If one child is college-ready and possibly applying to a school you went to, offer to meet the child and write a letter of recommendation.

12. Invite the client to join a group in which you are a member.

This includes an association, sports league, charity, or even a club. Sponsor them.

13. Offer to sit in on their board meetings for free.

You may get work from offering insight in these cases.

14. Offer to review something.

Consider reviewing something of the client's for free - like a manual, policy statement, or contract.

15. Entertain.

Get to know your client's - and their kids' - interests. If the kids love baseball, give them tickets to a game.

16. Help solve non-legal problems.

Offer assistance for things like finding new office space, a new secretary, or a new real estate agent.

17. Find ways to save them money.

Have a specific conversation about this subject.

18. Learn more about your client's industry.

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Ask to go to a trade or industry event, and again state that the day will be on your dime.

19. Consider "lending" one of your associates to a client for on-site help.

The right associate will know how to work for the client and will send you new matters as well.

20. Practice social arbitrage.

Social arbitrage is a constant and open exchange of favors and intelligence. If you have seen an article in *The Wall Street Journal*, for example, that could help your client's business, send it to him with a short handwritten note.

21. Befriend your clients.

Clients by and large want to have a great relationship with you and, if you are close with them, it makes it all the more difficult for another law firm to move in on your representation.

Remember, it's the little **free** things in life that go a long way.

Make these simple gestures a part of your business practice and you'll find that your clients will be **happy** and **committed** to you and your firm.

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