

10 Tips for Staying in Touch with Referral Sources, Part 2 of 2

By Stephen Fairley

<http://bit.ly/oQRGxT>

Here are the second 5 of 10 tips for staying in touch with your referral sources:

Send them a holiday card, but not on the major holidays like Christmas. Instead, visit www.holidayinsights.com, which lists a lot of minor and just plain fun holidays.



Set-up a Google alert for a topic of interest to your referral sources. For example, “tax law changes” for CPAs or “Los Angeles commercial real estate market update” for a commercial real estate broker.

(www.google.com/alerts)

Ask them if they would like to receive your monthly newsletter or e-newsletter. Use an email service provider like Constant Contact to manage and send out your monthly electronic newsletter (e-newsletter). Send a copy to your referral sources (with their permission, of course.)

Invite them to connect with you on LinkedIn. This powerful social media tool is a great way to stay connected to referral sources. Be sure to set-up a free account, fill in your profile information, and update your status. You can connect with me at www.Linkedin.com/in/StephenFairley. Also, be sure to check out the various groups for attorneys you can join. Use the “status update” to keep in front of people.

Invite them to connect with you on Facebook. What started out as a college phenomenon has quickly grown into a marketing tool for small business owners. Set up a profile (it should be more personal and a little less professional than your LinkedIn profile) and start to add friends. "Friend" me at www.facebook.com/fairley.

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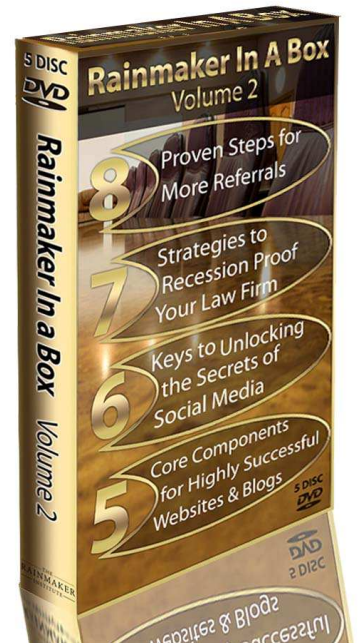
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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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.

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