

Use Referrals As A Central Part Of Your Legal Marketing Strategy

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Previously, I discussed selecting the most effective legal marketing techniques to boost your law firm marketing plan. The techniques include referrals, speaking engagements, networking, online presence, public relations, promotional events and advertising. This post explores the benefits of referrals in your law firm marketing strategy.

Referrals are the holy grail of business—everyone wants them. The problem is that most attorneys don't have a solid plan to find them and nurture them. The easiest way to build a business is by referrals. Identify who you want to target and develop a plan to talk with them on a consistent basis. This is usually a longer term strategy (3-6 months).



However, at The Rainmaker Institute, we have developed a powerful system called the [Referral Development Program](#) that is obtaining fantastic results, even in a tough economy.

Based on our experience, legal referrals generally come from 5 major categories:

- Current and Former Clients
- Family, Friends, Coworkers, and Colleagues
- Bar Associations and Online Legal Referral Services
- Other Attorneys in Different Practice Areas
- Strategic Referral Partners (non-attorney professionals)

The Rainmaker Referral Development Program is specifically designed to help time-starved lawyers in small law firms and in solo practice meet with qualified referral sources on a regular basis, thus significantly increasing their chances of obtaining a regular stream of qualified referrals.

Our clients are doubling and tripling their number of referral partners in a matter of weeks, not years.

Looking for more Rainmaker Institute wisdom?

Then try our [monthly ezine](#). One click of your mouse will take you to our site where you can see the current issue and subscribe to our [complimentary monthly ezine](#) that will be delivered to your inbox. Each issue is chock-full of legal marketing information that you can put to use right away. I think you will find the information on the ezine something that you will want to share with your staff to begin 2010 on the right note in your legal marketing plan.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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