

## Landing Referrals: No Time is Better Spent!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • September 29, 2010 • [Printer-friendly](#)

### *How to Identify People Who Will Send You Business*



There are no ifs, ands, or buts about it - the most likely sources of new business, other than existing clients, are referrals. Yet so many lawyers don't utilize their **referral network** as well as they should.

Why?

Because they simply **don't know who their referral sources really are!**

Here are some ways you can identify those people who can help **grow your business.**

**Top Lawyer Coach, LLC**  
601 Penn Street  
Fort Worth, TX 76102

817/992-6711  
[newman@toplawyercoach.com](mailto:newman@toplawyercoach.com)



## 1. Past referrers.

If you know of people who have sent you referrals in the past, chances are they will do it again - *if* you foster the relationship.

**Stay in touch** with past referrers on a regular basis and **acknowledge the referrals** you've received from them.

## 2. Loyal clients.

Clients are an excellent sources for referrals because they've experienced your work firsthand and can talk about your excellent services. **Consider asking your loyal clients for referrals.** Also, talk to your clients about who would be a good referral for you. Don't be shy!

## 3. Look outside your network.

Who do you know through your professional and community involvements? Consultants, opposing counsel, investment bankers, and people you have worked with in professional activities all fall into this category. These are **great sources for referrals**, but don't assume they have a clear understanding of what you do. **Educate them** about your practice. **Ask them for referrals** and describe who would make an ideal referral for you.

## 4. Are you owed a favor?

People you have helped in the past - or even referred business to - may feel they owe you for the favor. Have they reciprocated? If not, why? Perhaps they don't understand that you expect some sort of reciprocity.

It's important to take inventory of your potential referral relationships. Make a list. Then, make sure the people on that list **know whom you're targeting as clients** and **believe you'll do an excellent job.**

You'll count on these people to help you generate new business - and they'll likely count on you to do the same in return.

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