

Successful Rainmakers Nurture their Clients

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Build on Relationships with Existing Clients for BIG BUSINESS Payoffs!



Ask any successful rainmaker how to build up a business and they'll say: **Focus on existing clients!**

Don't spin your wheels trying to cultivate a relationship with someone whom you've never met.

Steer clear of strangers and start nurturing relationships with those you know - **YOUR CLIENTS!**

The clients you have right now can be the #1 source of new business, including referrals.

Here are some ways you can professionally nurture your clients:

- [Ping your contacts](#) regularly to stay in touch.
- **Provide excellent service. Keep them informed about the status of their matters.**

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- Solicit feedback from clients by asking them how you're doing. Then **DO SOMETHING** with that feedback. Use it to improve the way you practice.
- Always [respond to phone calls and emails](#).
- Offer free advice.
- Be a [great listener](#), use empathizers during your conversations.
- As a thank you for their business, entertain your clients by taking them to a sporting event, dinner, or the theater.
- Acknowledge personal and professional milestones, like the birth of a child, a graduation, or promotion.
- Learn about their business and appear **INTERESTED** in it. Ask about their company and their products.
- Admit when you're wrong. Mistakes happen, so don't be afraid to acknowledge them and fix them.

Get the most out of your marketing efforts by devoting most of your time to existing clients.

After all, **your clients are your greatest asset!**

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