

Reaching Out Through Word-of-Mouth

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Word-of-Mouth is Still the Most Powerful Way to Generate New Business



All of us love our computers, our Internet, our social networks, and our applications - but did you know that word-of-mouth is still one of the most effective ways to generate business?

Everyday, people turn to friends and colleagues for recommendations regarding services, especially legal services. And, because word-of-mouth referrals are free, you can't beat the return on investment.

So what's the best way to reach out through word-of-mouth?

First, start small and be patient.

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While a successful word-of-mouth legal marketing chain can start on its own, don't assume that the phone will start ringing off the hook. As with any successful legal marketing tool - word-of-mouth included - **you are required to be proactive, yet patient, to ensure that the right message gets to the right people.**

A good way to start is to **create a simple marketing message** that is easy for people to pass along. Make it specific to a real benefit or need. If you can, include success stories or testimonials from real clients.

To stimulate word-of-mouth, you might want to **consider asking clients for referrals and recommendations.** Also, tap into your network. Make sure they think of you when they need your service. **Donating your services to charity** can also generate goodwill and get your name around.

Above all, **treat clients and the people around you well.** Those people will recognize your good nature and, in turn, will happily spread the word about your business.

Remember, if people remember you and your superior service, soon **you'll be the talk of the town.** And, that's a good thing.

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