

## Client Retention Begins With Two Simple Words: Thank You

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Client retention is a much sought after discipline at law firms today, especially considering how the economy has forced staff reductions and budget cuts that undermine client outreach efforts.

Law firm marketing should not stop once the client signs on the dotted line. In order to retain clients, you need to first establish a good working relationship with them to set the stage for keeping them in the fold. Here's how:

**Send the client a hand-written "Thank You" card.** Send the card out the same day the client selects you and be certain you write the note and sign it yourself.

**Begin working on the case immediately;** spend time the same day they sign-up, or at the latest the following day. This is critical to your law firm marketing efforts.

Within 48-hours of taking the case, **send the client some form of time-stamped, written communication** on all work being performed.

**At the completion of a case, send out a client satisfaction survey.** This is a great law firm marketing strategy that will help you maintain contact and get valuable feedback.

Your law firm marketing efforts will pay off and make you stand out from your competitors. You must show through your law firm marketing efforts that you care; the best way you can do this is to communicate, communicate and then communicate some more.

**A Special Thank-You to our Veterans:** Take a moment to thank a veteran today for their service, or thank a fallen soldier's family member for their loved one's last full measure of devotion. To further quote from that great American president Abraham Lincoln: *The world will little note nor long remember what we say here, but it can never forget what they did here.* Remember to say we will never forget.

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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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