

How to Keep Referrals Flowing into Your Pipeline

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Don't Take Referral Sources for Granted!

If you think your **referral network** thinks of you whenever an opportunity arises - think again. Referral sources commonly say **they often forget the names of lawyers who would be good referrals AND they're not really sure what kinds of cases those lawyers can handle.**

Why?

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Their relationships with lawyers they've sent business to before are simply **stagnant**. Or, in other words, they are **outdated**.

Here are **three ways to keep your relationships with referral sources vibrant and fresh**.

1. Calendar to touch your referral sources ONCE A QUARTER.

Send an e-mail, letter, or pick up the phone and tell your sources about some recent cases and issues you've had to confront.

Remember, referral sources need **NEW REASONS** to refer you. They can't rely on a case you did a decade ago.

What you have accomplished recently is what really matters!

2. Identify sources with whom you've lost touch.

List your key referral sources over the past several years and determine whom you haven't heard from recently. Make a point to reconnect with them by meeting for coffee. Universally, they will be glad to hear from you.

3. Teach your sources to listen on your behalf.

Think of the things your referral sources will hear potential clients say that indicate you can be of service. For example, if you are a real estate lawyer, tell your referral sources that if they hear someone mention a property dispute to please mention your name. **Alert your source to certain comments, or "red alerts," that may serve as cues for a referral opportunity.**

4. Think about business you can refer to THEM.

Don't forget, **referrals are reciprocal**. While it's important for you to keep your network updated about business, make sure you know what's going on with them as well. Like your sources, you want to be armed with as much information as possible in order to send business ***their*** way, too

Adapted from article [Make the Most of Your Referral Sources](#) by Bob Weiss.

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