

## Clients Crave Comfort

Posted by [Martha Newman, J.D., ACC, TopLawyerCoach, LLC](#) • January 25, 2010 • [Printer-friendly](#)

### *5 Comforts Clients LOVE*



Ah, the comfort zone.

It's that content, happy place we all love to fall into - and never leave.

While business professionals and lawyers tend to navigate their comfort zones cautiously, ***CLIENTS CRAVE IT!***

A client who is comforted is happy and willing to bring you more, and more business.

Ease your clients into their own happy place by understanding the factors that comfort them most.

### **1. Expertise**

Perceived expertise comforts people. Lawyers who look and sound like experts comfort anxious clients.

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

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



## 2. Clarity

Clarity about the legal issues and the status of the case helps clients understand their cases which, in turn, makes them more confident about who you are and why they should hire you.

## 3. Integrity

Integrity assures your clients that in a world of uncertainty, they can predict what you will do from what you say.

## 4. Genuine interest

Expressing your interest in people assures them you will protect their interests as well as your own.

## 5. Passion

Your passion shows you love what you do, increasing the chances you will perform well.

We admire excellence and envy superiority, but it is **simple comfort that captures clients - and keeps them!**

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