



Want a Referral? Just Ask!

Posted by [Coach](#) • November 4, 2009 • [Printer-friendly](#)

The Smart, Effective Way to *Ask* for a Referral.



Referrals are a large, untapped gold mine for lawyers.

They are an **efficient and effective** way to get new business.

Why?

Because referrals are the product of **TRUST**.

The referral source trusts you, the prospective client trusts the referral, and eventually that trust is transferred to you.

So how can **YOU** tap into that trust?

Just ask!

Asking for a referral is simple really, **BUT** it must be done correctly in order to achieve maximum results.

Here's why.

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The **typical referral request** goes something like this:

"If you hear of anyone who needs my services, I hope you'll keep me in mind."

This request is **ineffective** because it doesn't offer a clear idea of what a good referral for you would look like.

Instead, you need to ask for exactly the type of referral you'd like.

Create a vivid picture by offering a **clear statement describing the type of clients you're seeking**. The more specific you can be, the better. For instance, do you have the name of someone you'd like to meet? Or, can you outline specific scenarios in which someone might need your services?

Next, offer a **clear statement of the help you'd like**. Don't beat around the bush. Ask to be introduced to a specific person. Or, ask for an introductory email to be sent. The clearer you are about what you want, the more likely it is that you'll get it.

Keep in mind that referral requests should be easy for you to deliver and comfortable for the person being asked. If he or she is not interesting in helping - or just plain can't help - they'll let you know.

Don't wait!

Get one, two, or multiple referrals - and start building your book of business.

All you have to do is **ASK**.

Adapted from: Bringin' in the Rain by Sara Holtz

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