



Kick Your Lawyer Marketing Skills into High Gear in the New Year!

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5 Time Tested Ways to Reach Out to Clients After a Long Hiatus



Reaching out to someone whom you haven't spoken to in a while can be a little uncomfortable. Many people are simply afraid their clients will think they are only after work when being contacted after a long hiatus.

Examine your motives before you make the call - especially if you haven't talked to the person in more than a year. If you are genuinely curious about how your client is doing - then go ahead, reach out and reconnect! If you offer no ulterior motive for business, then chances are your client will be flattered!

Of course, picking up the phone is one thing. Thinking about how you will start the conversation is a whole other issue. **Conversation starters**, particularly in these situations, can be huge sources of anxiety for lawyers. But remember, the goal is simple: **Arrange a meeting**. Ultimately, you'll want to suggest a face-to-face meeting to reconnect.

If you're looking for ways to reconnect after a long period of time, Mark Maraia - author of *Rainmaking Made Simple* - offers the following time tested ideas.

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1. Begin with a phone call.

Don't e-mail. Don't text. Pick up the phone!

You can begin the conversation by saying, "I was thinking about you and wondered how you were doing." Then, listen and let your friend respond. Nearly everyone who receives a call like this will be flattered. **Make it a goal in the new year to make THREE CALLS like this each week.** Think of the networker you'd be!

2. Add value during your conversation.

Look for articles on the company your client works for and then call. Or, send the article ahead of time and call.

Another variation: Search the Internet for information on your client's company, then pick up for the phone after finding something interesting. **You're looking for a comfortable - *interesting* - way to begin the phone call.**

3. Call before the next conference you are both likely to attend.

Suggest that you meet for breakfast or dinner while at the conference. Even if he or she isn't going, it will give you the perfect excuse to reconnect over the phone.

4. Pop in for a visit.

Some successful rainmakers swear by seeing their long-lost clients in-person. Instead of picking up the phone, schedule a tour of your client's operation, or visit his office as often as you can.

5. Invite a client to your upcoming talk.

This is a perfect pretext for calling a dormant client. Not only can you invite them to your talk, but you can ask for their ideas on what they'd most like to hear on the topic.

If you're thinking about calling someone you haven't spoken with in a long time - **PICK UP THE PHONE NOW!** Don't hesitate. The longer you wait, the harder it will be to reconnect.

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