

Law Firm Marketing: Failure to Follow-Up Can Stop You From Finishing First

By: Stephen Fairley

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Probably one of the biggest reasons why law firm marketing efforts fall flat is the lack of a powerful follow-up system.

Every success depends on following through. The Indy 500 celebrated its 100th year on Sunday and it was a heartbreaking finish for rookie J.R. Hildebrand, who crashed in turn 4, just before the finish line, giving the victory to Dan Wheldon.

To finish first, you have to be disciplined enough to see something through to the end.

I realize that following up with prospects is probably the most difficult part of the entire marketing process for attorneys. But you won't get to the finish line unless you do it.

If you're like most people, you go to a networking event and probably meet anywhere from 10, 20, maybe even 30 people. You take their business cards, you have some interesting conversation, and then you don't do a darn thing.

But to cross the finish line, this is where you've got to be different. You've got to think differently in terms of your marketing and, significantly, you have to act differently. And **one of the best ways that you can set yourself apart is to commit to having a follow-up system.**

Here's a quick tip I use: after I get someone's business card, I scribble a quick note on the back – something like “hot prospect” or “referral source” so I remember and do the appropriate follow-up. My assistant then takes those cards, enters them into a spreadsheet, and I review it for follow-up.

Who do I need to call? Who do I need to email? And if they're actually a prospect, if they're a qualified prospect, I send them a card or a personal note and make sure I keep in touch.

Whatever kind of follow-up system that will help you cross that finish line, you need to implement it. It's got to be **easy to create, easy to follow, easy to implement** or you just won't do it.

But once you do, I promise you'll see how following up makes a huge difference and a huge impact on your bottom line.

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Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. **[Go here to download](#)** them now for free, and start using these proven strategies today!

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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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