

## Create Client Relationships that Last a Lifetime

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • May 11, 2011 • [Printer-friendly](#)

*Connect OFFLINE, Then Build on Your Relationships ONLINE*



Want to know a secret?

It doesn't matter how many social media friends and followers you have, the **key to building real, lifetime client relationships online is to first build them OFFLINE.**

Think of it this way: Take what you do every day when you're talking with clients and then BUILD on those relationships using social media tools.

While this process may seem easy at first, it's really not. The experts recommend following this three-step process to get your clients engaged and loyal to you for life.

### **1. Offer great client experiences.**

As a lawyer, it is your job to provide outstanding service so that clients will return and spread the word about their experiences with you.

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

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



## **2. Evolve with e-mail.**

Once you've successfully established authentic OFFLINE relationships with your clients, foster stronger ties to them through regular, informative e-mail communications. But remember to always ask permission to send these people e-mail communications and steer away from the hard sell.

## **3. Extend conversations with social media.**

Once you've succeeded with step two, you can take those relationships to the next level by bringing them into the social media realm. This allows you to have real-time conversations with your clients and extend the dialog with a wider audience. Ideally, that wider audience consists of your clients' network of friends, family and colleagues.

**Final thought: It's not the quantity of your conversations that counts, it's the quality. Offer effective, dynamic, high-value communications (and service!) and your clients will stick with you for life.**

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