

## [Social Networks That Perform the Best for B2B and B2C Legal Marketing](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

### [10 Tips for Staying in Contact with Referral Sources, Part 1 of 2](#)

The best way to stay in touch with your referral sources is to **automate the process** as much as possible, utilizing Internet technologies to help you keep in touch.

First, rank your referral sources based on specific criteria so you know how to allocate your time keeping in touch:

**A** = Referral sources who have the exact same target market as you and have already sent you at least 1 great referral. Spend most of your time cultivating these relationships.

**B** = Referral sources who have a very similar target market and have great potential to send you great referrals.

**C** = Referral sources that have some potential, but may serve a different market and have not referred anyone to you yet.



Here are the first 5 of 10 tips for staying in touch with your referral sources:

**Send them an email immediately after each meeting with them.** Send it the same day whenever possible. In the email express thanks for meeting with you, add any points you discussed, remind them of what makes a good referral for you "I help (who your clients are) to (what your solution is or how you solve their problems)" and close with any action items or next steps.

**Send them a handwritten thank you card** or form letter two to three days after your initial meeting.

**After your initial meeting, put a "to do" or task item in your Outlook for approximately 6 to 8 weeks later.** Have your staff contact them to set-up another time to get together face-to-face. Make your next meeting more about the relationship than business. Perhaps meet at the golf course, over drinks or in another casual environment.

**Use your press releases.** Each time you write and submit a press release, send them a copy. It's easier if you use PRWeb because they will automatically convert your release into a PDF file, which you can email, or print and mail.

**Send them a copy of your published articles.** As attendees to the Rainmaker Retreat learn, there are dozens of online article directories that will publish your articles for free. When one of your articles is published, print off several copies and send them out with a note.

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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.

[Click here](#) to download, and start using these proven strategies today!



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.



Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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