

4 Ways to Create a Successful Word-of-Mouth Campaign

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Effective Word-of-Mouth is Earned by Offering Great, Quality Service

Word-of-mouth advertising continues to be one of the most effective and long-lasting ways for firms to drum up new business. It's available to every company - large and small - and involves minimal cash outlays.

If you're good at what you do, **word-of-mouth can be earned quickly.** Descriptive words spread fast, and if people are happy with you, well, news about your firm will spread like wildfire.

Start getting new business for your practice TODAY. Here are 4 ways to create a successful word-of-mouth campaign.



1. Keep a high standard of service.

All employees must be aware of the importance of maintaining quality, and systems must be put in place to monitor it. Furthermore, clients' problems must be addressed and solved with a minimum effort on the client's part - and in a timely fashion.

2. Communicate effectively.

All contact with clients and their inquiries must be courteous and knowledgeable. This starts with the telephone. Have a person answer your phones, not a computer like most large firms do. This simple move will start you on the path to good word-of-mouth with your clients.

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3. Build trust.

You want all your clients to trust you. This trust must be earned continuously. It takes time to develop, but can be lost in an instant. Client complaints must be addressed and solved quickly. Problems cannot be ducked, delayed, or shifted. Mistakes should be admitted and corrected.

4. Provide value.

The value of the services you deliver to your clients is paramount if you want them to return and spread the good word about you. The value of the service you provide must meet or exceed their expectations. **Under promise, over deliver.**

Your clients' opinions matter. So make sure that when they voice their opinions about you and your firm, they're doing it with praise. This will jump start word-of-mouth, and take your business to the next level.

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