

5 Ways to End the Year on Top!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • October 26, 2010 • [Printer-friendly](#)



Rev Up Your Referral Marketing for the Final Stretch!

There is no need to keep trudging along until the first of year. Go out with a bang!

Make these final months of 2010 *really count* by boosting your referral marketing. Set yourself up with **MORE BUSINESS** and **HIGHER REVENUE**.

Here are five ways to light that fire.

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

817/992-6711
newman@toplawyercoach.com



1. Get into action - with no excuses.

Don't wait until you have the time to market. **MAKE THE TIME!**

Commit to touching base with a certain number of referral sources each week - even if it's just an e-mail that takes two minutes.

Don't let a week pass when you haven't done some type of marketing. It's not optional. It's essential!

2. Develop relationships

You don't get new business by wandering around aimlessly hoping to encounter potential clients. You get it with focus marketing. **Develop strong relationships** with referral sources who can send you the type of clients you are looking for.

Referral marketing leverages your time and effectiveness because you are fostering a team of people who are helping you locate the *right* business for your practice.

3. Don't be a schmoozer.

This is especially important as we head into the holiday party season. No one enjoys—or trusts—insincere people.

Referrals are created from sincere “friend” relationships—and not from sales, coercion, or pressure. **Focus on building genuine trust relationships** with referral sources and let go of the need to sell yourself.

4. Expand your referral network.

If your referral pipeline has waned this year, then it may be time to expand your network. **Ask your top referral sources to introduce you to their colleagues** who may have clients, colleagues, or friends who might need your help. Have them take you and the other person to lunch. Let *them* do the talking. They will convey their trust in you to the other person, and you can begin the process of establishing another successful referral relationship.

5. Have fun!

Believe it or not, you can have fun while you're marketing. **Get creative.** Shift your activities to reflect your interests and hobbies. Listen and learn about interests you share with your referral

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sources, and instead of stiff lunches or cocktail parties, go boating or running or golfing with them. Do what you enjoy and invite others to participate.

Successful referral marketing requires consistency and commitment. Don't head into a year-end slump. **Set yourself up for a banner year - and many more to come!**

Adapted from article [Nine Marketing Keys to Your Best Year Ever](#) by Dustin A. Cole.

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