

How to Implement a System for Converting Leads and Retaining Clients

by [Stephen Fairley](#)

Do you have the right system in place for converting leads into clients, and then from paying clients into staying clients?

If the answer is no, you're not alone. Many law firms fail to take a systematic approach to lead conversion and client retention. But you definitely should.

To begin, you should identify any software needs to assist in automating the process. The more you can automate this, the lower your costs will be. Tracking software is readily available at a relatively low cost, compared to the expense of doing it manually. Good client-tracking software can be shared across multiple computers and can generate easily interpreted reports for the firm's decision makers.

Secondly, try to automate the firm's follow-up process. Develop follow-up sequences for:

Direct mail – what do you send to prospects and clients? Postcards? Email? Letters? This can be a very labor-intensive process or it can be highly automated. It's your choice.

Autoreponder emails – Develop a series of email messages to be sent at regularly scheduled intervals that can convey your messaging in a timely manner to your prospects.

Phone calls – Develop a schedule of calls so that they don't fall through the cracks. Some of the tracking software can automatically place them into your calendar for you.

Thirdly, develop rules of engagement for a sales-driven law firm. Some things to identify from the outset are:

What is being said? - Know your key messages about your firm, as well as information about your prospect's business and needs.

Who is saying what? – Who are the principal contacts for prospects? Is the task shared or centralized?

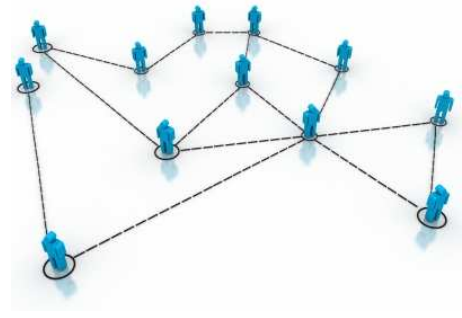
How often are prospects contacted? – Staying top-of-mind without being obnoxious is a delicate balance.

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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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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