

5 Ways to RECONNECT with Long Lost Clients

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NOW is the Time to Reach Out!

When was the last time you picked up the phone and called someone with whom you've lost touch?

Chances are it's been months, even years, since you've reconnected with a long lost client or colleague.

Making that first call after a long hiatus isn't easy. The key is to *really* **think about how to start the conversation.**

Here are five **TIME-TESTED** and **EFFECTIVE** ways to make reaching out a lot more comfortable.

1. Make the call.

Simply **pick up the phone and call** the client you've been thinking about.

Say, "I was thinking about you and wondered how you're doing."

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It's that easy!

Then, let your client answer. **Don't fill the silence!**

Nearly everyone who receives this kind of call will be flattered.

Your goal should be to **make three calls like this each week**. Imagine the networker you'll be!

2. Pass along information.

Look for articles about the company your client works for and pass them along.

You could say, "I saw this article in the newspaper and wondered how you're doing."

You could even search the Internet for information on your client or their company, then pick up the phone after finding something interesting.

3. Make a point to add value.

Think about making an introduction or, perhaps, even a referral.

Ask yourself... "Whom can I introduce my clients to who might be able to help them?" Once you've thought of someone, pick up the phone with the purpose of gauging your client's interest in meeting the person you have in mind.

4. Call before an upcoming talk or industry event.

If you're giving an upcoming talk, make that the pretext for calling dormant clients. Not only can you invite them to your talk, but you can also ask for their ideas on what they'd most like to hear on the topic. You may also suggest to meet for breakfast or lunch on the day of the event.

Even if clients tell you they can not attend, you still have the perfect excuse to reconnect by telephone.

5. Visit clients at work.

In lieu of a phone call, pop in for a visit! Request a tour of your client's operation; really get the lay of the land.

Clients will be flattered that you have taken an interest in their work.

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Some rainmakers swear that **in-person visits are their best marketing tool.**

Take the time to review these points the next time you're uncomfortable about reconnecting with a long lost client.

But always **MAKE THE CALL!**

You'll likely make their day.

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