

Lawyers have a tendency to get shy from time to time, and always at the worst possible moment. That moment comes when they are asking a prospect to become a paying client.

Shame on you.

Copywriter [John Carlton](#) calls this, "selling from your heels," and it involves backing away from what he calls, "the money shot."

When you do your consultation, talk to someone over the phone, email, what have you - you need to [tell them what you want them to do next](#). It's that simple.

If left to their own devices, people will take no action even if it's in their best interests to do so. They'll get distracted, find some reason to avoid filing for bankruptcy, let the house go back to the bank, live with the income execution. It's easier to spend time on [Facebook](#) than to get off your duff.

You know the saying, "an object that is in motion remains in motion"? Well, that's true but only if it gets in motion in the first place.

So what do you do?

End your discussion with the following:

*"Here's what we need to do now. Let's set you up with an appointment to come in and talk about how bankruptcy can help you. When would you like to come in?"*

And when the person comes into the office (assuming you want to take the case), say:

*"OK, here's what we need to do in order to move forward. I'm going to have you sign this retainer agreement and leave your documents with me today. I'll get started in this immediately. How would you like to pay the fee?"*

Suddenly, you're not ASKING for the client's business - you're TELLING the client the next step. Give the client that opportunity and they'll do what you need them to do.

Jay S. Fleischman is a [bankruptcy lawyer in New York](#) as well as

an [online legal marketing consultant.](#)