



**Paula Black & Associates**  
3006 Aviation Avenue, Suite 3B <http://www.jdsupra.com/post/documentViewer.aspx?fid=f8da8741-8b9d-44bc-baa1-e39dc4afe2ba>  
Coconut Grove, Florida 33133  
Phone 305-859-9554 • Fax 305-860-0016  
[paulablacklegalmarketing.com](http://paulablacklegalmarketing.com)

Document hosted at JDSUPRA™



Contact Paula Black at:  
3006 Aviation Avenue, Suite 3B  
Coconut Grove, FL 33133  
P 305-859-9554  
F 305-860-0016  
[paulablacklegalmarketing.com](http://paulablacklegalmarketing.com)

**Paula Black** has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning, Amazon-bestselling author and the force behind **In Black & White** ([inblackandwhiteblog.com](http://inblackandwhiteblog.com)), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit [paulablacklegalmarketing.com](http://paulablacklegalmarketing.com).

## Referral Secrets: How Lawyers Can Increase Business Through Current and Former Clients

Your current and former clients are easy to reach, easy to talk to, and your fastest path to results. Because they can provide additional business and, when extremely satisfied, an excellent referral source, they should be the cornerstone of your legal marketing and business development plan. The best way to build referrals is to do a great job for your clients so they will tell others. Remember people refer lawyers they know and trust.

**Practice these habits every day with every client—because you never know where your next referral will come from.**

1. **Listen**...Yes it's obvious but it warrants a mention. When you go to a meeting and first listen, you will be better equipped to answer their needs and frustrations. Hence the client feels...heard.
2. **Respond**...Return calls and e-mails promptly, ideally in the same day.
3. **Talk**...Resist the urge to e-mail everything—nothing builds relationships like conversation. Find reasons to call! Then have a little personal time—ask about the kids, the game last night, or how the house remodel is going.
4. **Inform**...Periodically send them news articles they may be interested in. You can set up a Google alert on the client or their industry so that you are continually fed with items for this purpose.

5. **Get Personal**...Send handwritten notes. In this age of electronic communications, the written note is in danger of becoming a lost art. They stand out and demonstrate your personal attention amidst the blizzard of emails and text messages.

6. **Look Ahead**...Manage their expectations. Communicate your process and timelines for completion. Then do your best to go one better. THEN...subtly take credit... “As promised, attached is the document...”

**Listen...respond...talk...inform...get personal...look ahead.**

Make it a habit—Do it every single day. Look at the list and don’t go home until you’ve done at least one.