

ACTIONS TO FORM NEW RELATIONSHIPS

The following are marketing actions you can take to find new clients or referral sources. Rate; using a scale of 1 – 10 (10 being equivalent to absolutely), how likely you are to do any of these. When you complete the exercise come up with at least three actions you will do on a regular basis:

- _____ Come up with your stories to help people learn about you and your practice.
- _____ Get in touch with everyone you know or ever worked with and find out how what they need from you to make referrals to you.
- _____ Get in touch with friends, family, and any business contacts you've ever had and ask them to make referrals to you.
- _____ Mass mail/email an announcement.
- _____ Use LinkedIn to research potential referral sources.
- _____ Optimize your profile/website.
- _____ Post answers to list serves, message boards, or other peoples' blogs aimed at your market niche. Include your contact information in your signature.
- _____ Research and join organizations or associations that would give you access to potential clients or referral sources. Other lawyers are always a good source of referrals.
- _____ Research and join networking groups that relate to your area of practice.
- _____ Ask your current contacts to make introductions to people they know that are involved with associations or organizations that would help you network effectively.
- _____ Attend networking meetings on a regular basis so you get to know people and they get to know you.
- _____ Have open ended questions in mind that will help you generate conversations when you network. Your focus will be on learning about their practice. You will listen for what you can do for them.
- _____ At networking events find one or two people to have meaningful, one-on-one conversations.
- _____ Offer to sponsor an event that will give you good exposure.
- _____ Focus on collecting business cards, not handing yours out.
- _____ Maintain follow up systems to help you build relationships with the people of the cards collected.
- _____ Listen, more than talk. Be curious about the people you meet.
- _____ Speak at CLEs.

- _____ Publish an e-zine and/or blog.
- _____ Engage with referral sources on Twitter.
- _____ Engage with referral sources on Facebook.
- _____ Engage with referral sources on LinkedIn.
- _____ Engage with referral sources using Instagram.
- _____ Submit articles to sites or e-zines your potential clients read.
- _____ Post answers to list serves, message boards, or other peoples' blogs aimed at your market niche. Include your contact information in your signature.
- _____ Research where your potential clients get information.
- _____ Read newspapers or web articles to give you ideas on how to help potential clients find you.
- _____ Read periodical/blogs on what is going on in your market niche.
- _____ Distribute a newsletter – either hard copy or email. Use the publication of your complimentary newsletter to give you a reason to ask people for their contact information.
- _____ Write articles for periodicals/blogs aimed at your practice area.
- _____ Contact professional magazines/blogs to publish your articles.
- _____ Write emails to the editor positioning yourself as an expert in a chosen topic. Include your signature and mention your newsletter.
- _____ Send out press releases that position yourself as an expert in your area or area of interest.
- _____ Speak for organizations or associations on topics that will demonstrate your practice knowledge.
- _____ Volunteer to work for organizations or associations that will demonstrate your ability to get the job done.
- _____ Get involved with legal organizations to increase your reputation in the community.
- _____ Add everyone who contacts you to your contacts list. Even people who are selling you goods or services can be your contacts for the purpose of building your practice.
- _____ Add everyone you contact/meet to your contacts list.
- _____ Continually update your contacts' information and keep it personal.
- _____ Update your professional image – business card, letterhead, web site, office, appearance.