

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:

- _____ Get in touch with every past employer, old co-workers, school friends and business contact you ever had and ask them for referrals
- _____ Mass mail an announcement
- _____ Read the newspaper for ideas on where my potential clients are getting their information.
- _____ Read periodicals on who and what is going on in my market niche.
- _____ Publish a print newsletter. Use the publication of my complimentary newsletter to give me a reason to ask people for their contact information.
- _____ Write articles for periodicals aimed at my practice area.
- _____ Contact professional magazines to publish my articles.
- _____ Write letters to the editor positioning myself as an expert in a chosen topic. Include my signature and mention my newsletter.
- _____ Send out press releases that position myself as an expert in my area or area of interest.
- _____ Optimize my website
- _____ Publish an ezine or blog
- _____ Submit my articles to sites or ezines my prospects read.
- _____ Post answers to list serves, message boards, or other peoples' blogs aimed at my market niche. Include my contact information in my signature.
- _____ Research organizations or associations that I could join that would give me access to potential clients or referral sources. Other lawyers are always a good source of referrals.
- _____ Research networking groups. The library is a good source of business and membership directories that can help me find networking groups that relate to my area of practice.

- _____ Ask my current contacts to make introductions to people they know that are involved with associations or organizations that would help me network effectively.
- _____ Attend networking meetings on a regular basis so I get to know people and they get to know me.
- _____ I will have open ended questions in mind that will help me generate conversation when I network. My focus will be on learning about their business. I will be listening for what I can do for them.
- _____ Find one or two people to have a one-on-one conversation with at my networking events
- _____ Offer to sponsor an event that will give me good exposure.
- _____ Focus on collecting business cards, not handing them out and create follow up systems to build relationships.
- _____ Listen, more than talk. I will be curious about the people I meet.
- _____ Speak at CLEs
- _____ Speak for organizations or associations on topics that will demonstrate my practice knowledge.
- _____ Volunteer for working positions for organizations or associations that will demonstrate my ability to get the job done.
- _____ Get involved with legal organizations to increase my reputation in the community.
- _____ Add everyone who contacts me to my contacts list. Even people who are selling me goods or services can be my contacts for the purpose of building my practice.
- _____ Add everyone I contact to my contacts list.
- _____ Update my professional image – business card, letterhead, web site, dress.