

# How to Beat Embarrassment When Asking for a Referral

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We know that many attorneys build a good portion of their practices on referrals – yet, why is it so many feel embarrassed to ask for a referral?

I believe that these attorneys are not looking at referrals in the right way. They see them as asking for a favor, when in fact you should regard it as extending a favor. That's right. **You are not asking to get a favor, you are asking to bestow one.**

**The secret to getting lots of referrals is to make it about them, not about you.** Think about what benefits you offer your referral sources and what problems you may help them solve. When you help someone help a friend, family member or colleague, you have done them a favor.

Think about how referring you can make your client's life better, and you will never be embarrassed to ask for a referral again.

**Attorneys who rely on referrals for new clients also have to have a referral mindset.** Always look for those moments in your relationships with others to create referrals – when you have won a case for a client, when you have helped someone avoid litigation, when you have provided a referral – all opportunities for you to generate referrals.

**You also need to make it as easy as possible for people to refer you.** Provide them with a written document that outlines the characteristics of your ideal client. Create white papers or give seminars that solve problems their clients may be experiencing and co-brand them, so your referral source benefits.

The real secret to feeling comfortable about generating referrals is to think give, not take. And to implement a system that creates a referral environment throughout your organization.

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