

The #1 Reason Attorneys Stink at Lead Conversion

Article By:

Stephen Fairley

Okay, maybe you don't stink at lead conversion....but lots of attorneys do, and here's why: **lack of follow up.**

LawMarketing.com editor in chief Cindy Greenway recently posted about the [biggest reason attorneys are not converting more law firm clients](#), with these 5 tips to fix your follow-up:

- You should follow up with people who can say yes to you, or people who can direct you to people who can say yes to you.
- Follow up regularly. Following up is an ideal way to demonstrate the organized and high-quality way you would work with a client after engagement.

- **The way you follow up usually depends on how you made initial contact with your target.**
- **Consider the potential size of the opportunity that lies in front of the target and value your follow up around it.**
- **Good professional services businesses and their consultants record their pipeline in a CRM system.**

You can read Cindy's article in its entirety by clicking on the link above.

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