

The Top 5 Things People Need to Know to Send You Great Referrals

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If you're already getting more referrals than you can handle, you have obviously done a great job in educating people about what makes someone an ideal client for your law firm.

If you want more referrals, then you need to kick the education process into high gear. Here are the top five things that people need to know about your firm in order to send you great referrals:

1. What your perfect client looks like. You need to answer this question very specifically. The clearer your description, the easier people can understand the types of people you can help and send them your way.

2. Why someone should hire you. Be clear about your unique competitive advantage. Be sure your referral sources understand the precise reasons you outshine your competitors and how you differ from other attorneys in the same field.

3. What problems you solve. By helping your referral source understand the kinds of problems you solve for clients, they will know what to listen for in daily conversations and be able to recommend you to someone who mentions having the kind of problem you solve.

4. How you follow up. Your referral source needs to know you will follow up promptly and professionally with the people they send your way. Tell them your process.

5. Why referrals are important to you. Let your source know that you rely on referrals as a way to build your business and how much you will appreciate their referring people to you. And finally, always remember to thank them and let them know that their referral is meaningful to you and your firm.

You cannot assume that the people you are counting on as referral sources know everything you know about your firm and why you are the best fit for someone they know. And once you educate them, keep doing it in informal ways that help keep you in their minds as someone who can solve specific problems for their friends, family members or peers.

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