

Only These 3 Things Should Stop You From Following Up With Prospects

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When a prospect connects with you or downloads your free special report online, they have a reason for doing so...and it's likely because **they have a legal problem and they are hoping you can help them solve it.**

However, most of them are not ready to sign on the dotted line...at least not yet. To convert these leads, **you must be persistent in your follow-up** with them.

I subscribe to a number of blogs and e-newsletters and learn so much from being on the receiving end. Some come like clockwork – a few have been sending me follow-up emails about once a week or so for years.

How is that possible you ask—well, quite simply it's because **they have a “follow-up system” in place that does most of the work for them.**

Do these constant emails ever bother me? No. Do I read them all? No. But they have enough good information that I want to stay on the list; otherwise, I might miss something useful.

One of the biggest errors an attorney can make is not following up persistently after someone calls into the firm and inquires about services.

People are busy and sometimes no matter how much someone wants to move forward with something, life just sweeps them away and it gets placed on the back burner. **Remember they have a legal issue that needs to be handled.** This can be scary for them and quite possibly they want to put their head in the sand and ignore it.

It is your responsibility to communicate with them and get them to take action. Call a **minimum of 5-7 times** before giving up. Of course, attorneys should **always delegate this follow up** task to a member of their intake team to be sure it gets done.

And you shouldn't worry about upsetting people by following up with them too frequently. As the saying goes, if you try to please everyone, you will end up pleasing no one. There's always a little button at the bottom of each email I receive that I can use to easily opt-out at any time I want.

While I have never met many of the people I follow, I feel like I kind of know them....which is precisely the reason why you should keep in touch with prospects on a consistent basis. When you consistently communicate with prospects and give them practical, relevant information, you **build the “know, like and trust” factors** that can lead to business for you down the road when they are ready to buy.

And when you’re communicating with prospects, **don’t be afraid to show a little bit of your personality**. It can be a great attraction to the kinds of clients you want to work with and a tool for repulsing the kind of prospects you don’t enjoy working with.

Many attorneys make the mistake of being “faceless” to their prospects and clients. Most people don’t want to work with, and will never fully trust, a stuffed shirt hiding behind a fancy suit.

Our lead conversion training mantra is: **never stop following up with prospects!** There are **only 3 things that should ever stop you from doing your follow up**. That is when prospects either:

1. **Buy**
2. **Die**
3. **Unsubscribe**

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