



THE NEW ELLIS GROUP

# Monday Monday

*Connecting the Dots with Karen Kaplowitz*



*Helping you create and reinforce the habits of successful career building, gleaned from my work as a business development strategist, trainer and coach.*

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**Increasing Referrals.** If you are often surprised when you get referrals of new work, are you willing to consider some steps this week to make the referral process less random? For many lawyers, the best referrals come from other lawyers. When people need to find lawyers, they ask the lawyers they know for recommendations. Every lawyer's marketing plan should include a component for increasing referrals from other lawyers. Step one is listing the lawyers who have referred the most work to you in the past and keeping the list handy. Step two is asking yourself what you have done for your lawyer referral sources lately.

**Example:** You handled a difficult matter in which there was a great deal of animosity among the clients. But the lawyers on both sides were very professional and resolved the matter. Afterwards, your opponents referred a different client to you because of a conflict. When you got the call from the new client, you were thrilled that your good result and professionalism on the first case paid off. At that juncture, did you take the time to thank your referral source? Did you ask your new client whether they wanted you to keep the referring lawyers in the loop? Did you make a point of praising the referring lawyers' earlier work to their client? Have you reciprocated by sending business to the referring lawyers? The next time you conclude a matter or transaction with a worthy adversary, consider meeting with them to express your admiration and to suggest that you keep each other in mind for opportunities to work on the same side of the next challenging assignment.