

Don't you forget about me

By Christopher F. Earley



Almost everyone reading this column knows the Simple Minds classic pop song "Don't You (Forget About Me)" from "The Breakfast Club" soundtrack.

The song has an enduring message that stands the test of time: No one wants to be forgotten. This applies to everyone, including attorneys.

One of the primary drivers of law firm growth is staying in touch with and remaining top of mind with referral sources. Failing to stay in touch means referral relationships weaken and eventually die.

Here are some effective ways to ensure that you are not forgotten about by your referral sources.

• *Newsletters.* I am a major proponent of newsletters, because good old-fashioned direct mail just plain works. I have a monthly printed newsletter for lawyers called The Earley Examiner that has content specifically geared for attorneys and the issues we all face. The cost of putting out this newsletter is minimal because we do it in house. This is a great way for me to stay top of mind with the attorneys who refer me personal injury cases.

I also have a monthly newsletter that I send to both attorneys as well as clients called The Earley Edition. This newsletter always has an article from me, a recipe from my wife called Rory's Recipe, as well as other items that aim always to be interesting and useful and never, ever boring. Almost none of the content of this newsletter is law related.

It is a fact that most attorney newsletters are very vanilla and just plain boring. Be different and make your

newsletter interesting so that people will enjoy receiving it each month.

• *Email blasts.* One of the best and easiest ways to stay top of mind is through email blasts. I treat email blasts very carefully as I never want to be spammy. Each week, I and my marketing team compose an interesting email that contains an inspiring message, office news, giveaway announcements, and other interesting non-legal content. The subject line is really important; I put great thought into that so that the emails get opened. Our open rate is roughly 35 percent, and our unsubscribe percentage is minimal, which tells us that people are engaging with the emails.

• *Birthday cards.*

These are a fantastic and easy way to stay in touch with people. Make sure to send a birthday card to those people who refer you work. They will love you for it, and by doing this, you will stand out. Sadly, many people don't hear from anyone on

I treat email blasts very carefully as I never want to be spammy.

their birthday, so this little touch each year has a big impact on people.

• *Valentine's Day postcards.* We send a postcard each year to our clients and referring lawyers that says: "We love your referrals." This helps us to remind these people that we want their referrals and is another easy way to stay in touch with people.

Never assume people will remember you. Stay in touch by providing regular and useful value to your referral sources, and they will definitely not forget about you.

Email me at cearley@chrisearley.com if you would like to start receiving our free attorney newsletter each month.

MLW

Christopher F. Earley is a Boston attorney and author who concentrates his practice on the representation of the seriously injured and their families.