

The Earley Examiner

A Letter from Chris Earley

September 2021

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou

The number one reason lawyers receive ethical complaints is for not communicating with their clients. But while regular and consistent communication may avoid ethical problems, more is needed in order to truly 'wow' clients. One of the core values of my firm is to provide clients with the very best client service we can possibly provide. We approach this through a variety of ways that focus on one singular objective: consistently showing clients they are valued and appreciated.

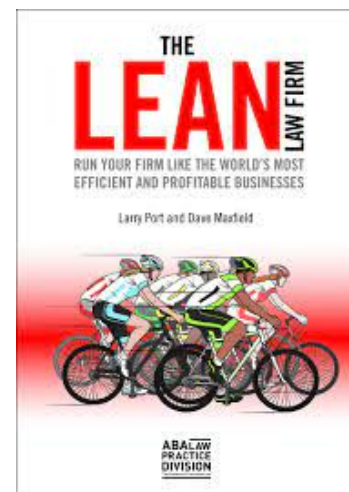
The very start of the representation is a great time to impress the client and set the tone (and eliminate any type of "buyer's regret"). Each new client receives a telephone call welcoming them, as well as a welcome card in the mail. The team member assigned to the case will then call the client every three weeks. But calling is not enough. When the client is called, he/she needs to be asked how they are doing, how their family is doing, and shown genuine empathy. Truly *listening* to the clients and what they are saying is really important.

If we learn the client has had a big life event (birth of a child, job promotion, graduation etc.) we send a handwritten card congratulating the client. If there has been a death in our client's family, we send a handwritten sympathy card. We want our clients to know we listen to them and care about them, and this in turn creates a strong and meaningful emotional connection.

We conclude the case with a thank you card to the client. Then, we call the client each year on their birthday, and also send out a birthday card each year. If the client refers us a client to us, we immediately send the client a handwritten thank you card showing our appreciation for the referral.

What I Am Reading

The Lean Law Firm is an excellent book that teaches the need to always standardize and improve the speed of tasks and processes we do each day. If the “cycle time” or time from intake to money hitting the bank can be sped up in any way, that means more cases can reach the finish line faster. That means more income. This concept was a game-changer for me and forced me to look around at what we do, and to figure out how we can become more efficient. Getting leaner and faster is a very worthy endeavor. Check out the book, and if you do, let me know what you took away from it!



Thank You For Your Referrals!

Referrals are the lifeblood of my practice. Your trust in us to handle your referral is incredibly appreciated not only by myself, but by my entire team. I want to say thank you so very much for your referrals.

Quote of the Month

“A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing.”

— George Bernhard Shaw