

# The Earley Examiner

## *A Letter from Chris Earley*

October 2021

*“Do what you do so well that people can’t help telling others about you.”*

*– Walt Disney*

As attorneys, generating referrals from current and past clients is crucial. It is the oxygen of a law practice. Without these referrals, growth is just not possible. The challenge therefore lies in keeping the referral pipeline flowing. Getting current and past clients to refer their family and friends to you requires intentionality. Here are some ways I have found that work for keeping client referrals coming.

Treat clients like precious gold. I believe there is nothing more important for the growth of a law practice than providing nothing but the very best client service. Many things in the practice of law are out of our control (judge’s rulings, jury verdicts), but the way you treat your clients is totally within your control. The better the client is treated and made to feel special, the more likely he/she will rave about your legal services and refer people to you. Of course, there are some clients that just will not refer to you, no matter how good of a job you did. But I have found that to be rare. Most people, when made to feel really special and valued, want others to feel that very same way, too.

Ask for referrals. Besides providing top-notch client service, you also need to ask for referrals. Many clients don’t know that lawyers want and need referrals. Many assume that you already have enough clients. You must make it clear during the representation that you want referrals. A prime time to do this is after a win. Maybe you just won an important motion for the client, or received a great settlement offer, etc. Moments like these are perfect times to remind the client that you would love to help any family or friends of the client that may benefit from your services.

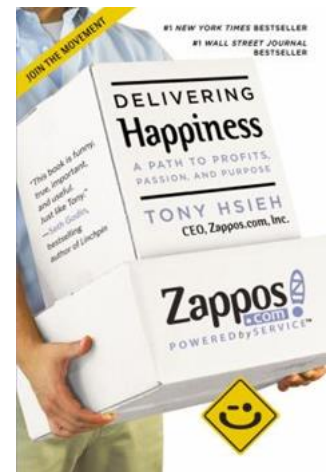
Instill a referral culture in your practice. Besides affirmatively asking for referrals, add a short blurb to your email signature asking for referrals, have a sign in your office telling visitors you accept referrals, and add referral language to outgoing letters to clients that reminds them you welcome their referrals, etc. The possibilities are endless.

Make sure your staff knows just how vital referrals are. Properly train them on how and when to ask clients for referrals. Always encourage staff to remind clients to refer their family and friends. Of course, without providing great client service, instilling a referral culture will be very difficult.

Say thank you. I believe you need to make a really big deal out of receiving a referral. Send a handwritten thank you card to the referrer. Send a text message, too. Call the referrer to personally say thank you. These are very low effort tasks that show gratitude and appreciation that go a long way. Show them the love.

### What I Am Reading

I recently started reading *Delivering Happiness*, written by Zappos.com founder Tony Hsieh. Hsieh built an incredibly successful company by following principles that centered on creating a culture at Zappos where people could thrive, be happy, and make money. He was a true visionary who died recently much too young.



### 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.

We are all about making sure we are sending you referrals, too. If you are not already receiving referrals from my office, we need to change that. Email me at [cearley@chrisearley.com](mailto:cearley@chrisearley.com) and put in the subject line "Send me some damn cases!"

### Quote of the Month

*"The best and most beautiful things in the world cannot be seen or even touched – they must be felt with the heart."*

— Helen Keller