



TOP FIVE BEST PRACTICES FOR REFERRAL MARKETING

Business Lawyers Network

September 18

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www.masslomap.org

#1 Perfect Your Elevator Pitch

#2 Engage with Other Professionals

#3 Identify Your Referral Sources

#4 Be Systematic

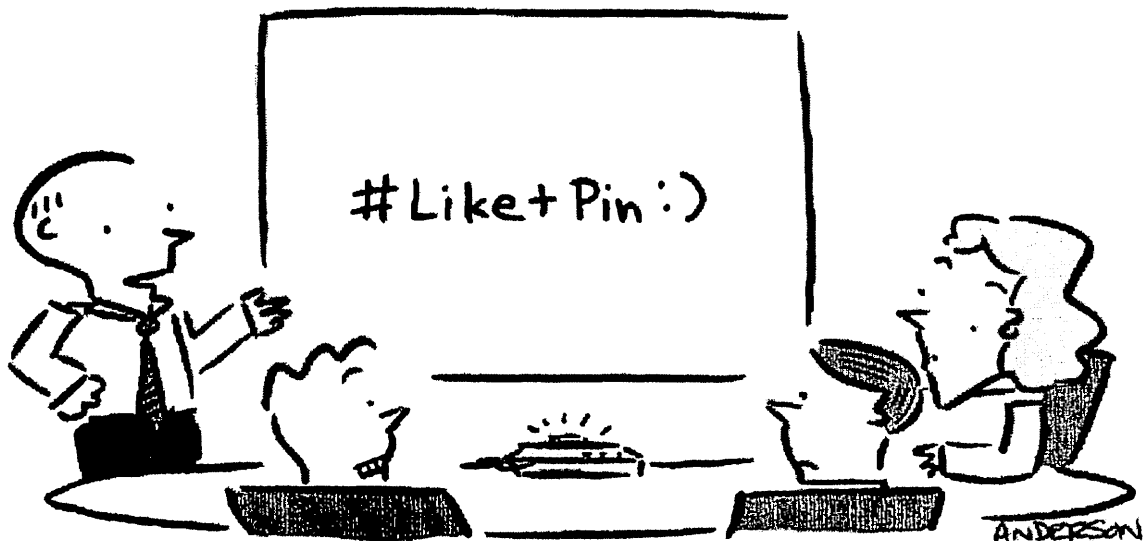
#5 Stay Top of Mind

BONUS: Template Marketing Platform

goo.gl/IKbNnX

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"So everyone puts this in their email signature
and voila! – marketing problem solved!"

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X		
1	Bar Associations						Lawyers Groups						Ancillary Professional Groups						Miscellaneous							
2	Boston Bar Association						Massachusetts Collaborative Law Council						Waltham Chamber of Commerce						Waltham Girls Softball League							
3	(1) New Lawyers Section						(9) Family Law Committee						(12) Estate Planning Working Group						(15) Waltham Dodgers							
4	Platform/POI		Content Strategy				Platform/POI		Content Strategy				Platform/POI		Content Strategy				Platform/POI		Content Strategy					
5	(a) Personal/Professional Conversa		(a) Build Relationships Over Time				(v) Personal/Professional Conversa		(a) Build Relationships Over Time				(p) Personal/Professional Conversa		(a) Build Relationships Over Time				(x) Personal/Professional Conversa		(a) Build Relationships Over Time					
6			(b) Professional Development						(b) Professional Development						(b) Professional Development						(b) Professional Development					
7			(c) Develop Referral Arrangments						(c) Develop Referral Arrangments						(c) Develop Referral Arrangments						(c) Develop Referral Arrangments					
8			F/U w Steve re Potential Client @ N						F/U w Leslie re Potential Of Couns						F/U w Teddy re Potential Client Ref						Talk to Kelsey About Her Cousin's					
9	(β) Section Homepage		(a) Submit Relevant Blog Posts, as A						F/U w Ron re Potential Client Refe						F/U w Matilda re Potential Client Refe						Bring Bats + Balls to Next Practice					
10	Submit 250 Word Post on New Leg								(10) Planning Committee						F/U w Judge re Potential Client Refe											
11	(2) Family Law Section						(10) Planning Committee												Ask Ellie About Materials from Prog							
12	Platform/POI		Content Strategy				(k) Personal/Professional Conversa		(a) Build Relationships Over Time				(o) Programming Committee		(a) Build Relationships Over Time											
13	(y) Personal/Professional Commu		(a) Build Relationships Over Time						(b) Professional Development						(b) Professional Development											
14			(b) Professional Development						(c) Develop Referral Arrangments						(c) Develop Referral Arrangments											
15			(c) Develop Referral Arrangments						Co-Chair 2/15 Meeting						Thank Marissa for Recent Referral											
16			F/U w Jill re Potential Client @ New						Propose Networking Event for New						(13) Party Planning Committee											
17			F/U w Riley re Potential Client @ N						Massachusetts NAELA						Platform/POI						Content Strategy					
18	(δ) Mentoring Circle		(a) Target + Propose Group Topics						(11) Website Committee				(t) Personal/Professional Conversa		(a) Build Relationships Over Time											
19			Chair 2/20 Meeting						(o) Personal/Professional Conversa				(a) Build Relationships Over Time						(b) Professional Development							
20	(3) Volunteer Lawyers Project												(b) Professional Development													
21	Platform/POI		Content Strategy						(c) Develop Referral Arrangments						Ask Angela About Plate Choices for											
22	(e) Personal/Professional Commu		(a) Build Relationships Over Time				(r) Content Subcommittee		(a) Develop New Website Content						F/U w Phyllis re Bakery Options for											
23			(b) Professional Development						Submit Committee Description Dra						Waltham Estate Planning Council											
24			(c) Develop Referral Arrangments						F/U w Edgar re Member List						(14) New Professionals Group											
25			F/U w Charlie re Cousin's Case						F/U w Henrietta re Web Designer C						Platform/POI				Content Strategy							
26	(i) Orientation Committee		(a) Orient + Train New Volunteers										(φ) Personal/Professional Conversa		(a) Build Relationships Over Time											
27			Introduce Diana to Contacts												(b) Professional Development											
28	Massachusetts Bar Association																		(c) Develop Referral Arrangments							
29	(4) Family Law Section																		Attend First Meeting 2/28							
30	Platform/POI		Content Strategy																							
31	(n) Personal/Professional Commu		(a) Build Relationships Over Time																							
32			(b) Professional Development																							
33			(c) Develop Referral Arrangments																							
34			F/U w Tony, re Potential Client @ N																							
35			Inquire About Call for Submissions																							
36	(5) Education Committee																									
37	Platform/POI		Content Strategy																							
38	(θ) Personal/Professional Commu		(a) Build Relationships Over Time																							
39			(b) Professional Development																							
40			(c) Develop Referral Arrangments																							
41	(i) Family Law Subcommittee		(a) Develop Relevant CLE																							
42			Propose CLE on New Legislation																							
43	(6) Dial-a-Lawyer																									
44	Platform/POI		Content Strategy																							
45	(k) Occasional Volunteer		(a) Assist Public Callers w/ Legal Ma																							
46			Sign Up for Next Western Massach																							
47	Women's Bar Association																									
48	(7) Solo + Small Firm Committee																									
49	Platform/POI		Content Strategy																							
50	(A) Personal/Professional Conversa		(a) Build Relationships Over Time																							
51			(b) Professional Development																							
52			(c) Develop Referral Arrangments																							
53			Propose Date for Next Fee Circle +																							
54	(8) Gala Committee																									
55	Platform/POI		Content Strategy																							
56	(u) Committee Member		(a) Plan + Promote Next Annual Eve																							
57			Follow-Up w 3 Potential Donors Be																							

Website		Social Media		Internal Publications		External Publications		Google	
Homepage		Twitter		eNewsletter - 'ePlanner'		Lawyers Working blog			
Content	Strategy	(1) Firm Content	Strategy	Content	Strategy	Content	Strategy	Content	Strategy
(a) Upcoming Events/Links of Interest	(a) Update Biweekly			(uu) Blog Posts	(a) Collect Inputs at Evernote + Content	(op) Monthly Column	(a) Submit New Post on the 20th of	(oo) Purchase Relevant Terms in Search	(a) Review Terms for Effectiveness
	Add Link to Article on New Legislation	(b) Blog	(a) Tweet 5x Following Publication	(vv) Upcoming Events	Publish February Edition for 2/4		(b) Tweet 5x Following Publication		F/U on Query from Potential Client
(b) 'Contact Us' Link	Implement Click-Through Disclaimer		(b) Tweet 'Classic' Post 1x per Week	(w) Articles of Interest			(c) Post to Company Facebook Page		F/U on Query from Potential Client
(v) Social Media	Add Link to Google+ Page		(c) Respond to Legitimate RTs + Content	(oo) Latest Podcast Episode			(d) Post to LinkedIn Personal Page	(nn) Social Extension for Google+	(a) Review Click-Through Rates for F/U on Query from Potential Client
	Calendar	(i) Events	(a) Tweet Once Every 2 Weeks Prior	Podcast - 'eState of Grace'			(e) Post to Company Google+ Page		
			(b) Tweet Day Before Event				Submit Post on New Legislation to Draft Product Review of WealthDirect		Facebook
(b) List of All Upcoming Events	(a) Update as New Events are Booked	(e) eNewsletter	(c) Respond to Legitimate RTs + Content	(nn) Guest-Generated Content	(nt) (a) Source Guests via Social Media		Submit Post on New Legislation to Draft Product Review of WealthDirect	(uu) Boost Posts at Company Page	(a) Review 'Boosts' for Effectiveness
	Add Groundhog Day Mixer		(b) Tweet When Published		(b) Select Guest + Topic for Each Month				Twitter
	Blog		(b) Tweet 'Classic' Edition 1x Every		(c) Develop Show Script Each Month		A Little Lawyer Tinkering blog		
(e) Weekly Publishing Organ of Firm	(a) Publish Post Relevant to Target	(k) Web-Accessible Articles	(c) Respond to Legitimate RTs + Content		(d) Record Show on the 15th of Each		(a) Submit New Post on the 25th of	(pp) Promote Tweets in Search	(a) Review Promotions for Effectiveness
	Post on New Legislation on 1/29		(a) Tweet 5x Following Publication		(e) Edit + Publish Show on the 1st of	(c) Quarterly Column	(b) Tweet 5x Following Publication		Paid Directories
	Draft Post on Court Rules for 2/5		(b) Respond to Legitimate RTs + Content	(2) Others' Content	Record Show w/ Leon on 2/15		(c) Post to Company Facebook Page		
	Research Post on New Tax Exempt				Email Richard re Guest Appearance		(d) Post to LinkedIn Personal Page	(qq) List at 5 Paid Directories	(a) Review Listings for Effectiveness
	Upgrades/Updates	(j) Interactions	(a) Respond to Legitimate Queries		Pass California Referral Along to VA		(e) Post to Company Google+ Page		
(d) Calendar Widget	Test on 2/1 w Plan To Go Live on 2	(v) Posting	(a) Monitor 'Go To Legal' Stream for		F/U on Query from Potential Client		Outline Next Post on Time-Saving		
(n) Attorney Profiles	(a) Update Biannually or At Material		(b) Share Content Relevant to Audience						
	Request Biannual Updates from Site	(f) Favorites	(c) Communicate Proactively with Content						
			(a) Tag Best Content						
		(o) Listing	(b) Tag Positive Comments						
			(a) Add Relevant Users to 'Go To Legal'						
			(b) Add Relevant Users to 'Estate Planning'						
			(c) Review Streams for Useful Content						
			Add Desmond to GTL + EPAM Lists						
			Thank Stephen for Add to Estate Planning						
			Thank Theophilus for Client Referral						
			(3) Miscellaneous						
		(m) Email	(a) Add Handle to Email Footer						
			Facebook						
			(4) Firm Content						
		(p) Blog	(a) Share Each New Post to Company						
			(b) Share Each New Post to Personal						
		(c) Events	(a) Create Event Page for Each Event						
		(a) eNewsletter	(a) Share Each New Publication to Company						
			(b) Share Each New Post to Company						
		(r) Web-Accessible Articles	(a) Share Each New Article to Company						
			(b) Share Each New Article Posted						
			(5) Others' Content						
		(u) Interactions	(a) Respond to Legitimate Queries						
		(p) Posting	(a) Monitor Company 'Likes' for Usage						
			(b) Share Content Relevant to Audience						
			(c) Communicate Proactively with Content						
			(d) Post 1-2x per Week to Company						
			LinkedIn						
			(6) Firm Content						
		(x) Blog	(a) Share Each New Post to Company						
			(b) Share Each New Post to Personal						
			(c) Share Relevant Post to Appropriate						
			Reply to Alexander's Comment on						
		(y) Events	(a) Share Each New Event to Personal						
			(b) Share Relevant Events to Appropriate						
		(w) eNewsletter	(a) Share Each New Publication to Company						
		(aa) Web-Accessible Articles	(a) Share Each New Article to Personal						
			(7) Others' Content						
		(ff) Interactions	(a) Respond to Legitimate Queries						
		(vv) Posting	(a) Monitor Personal Stream for Usage						
			(b) Share Content Relevant to Audience						
			(c) Share Relevant Post to Appropriate						
			(d) Post At Least Daily from Content						

Legal Publications		Non-Legal Publications		Audio/Visual		Paid Advertising	
Massachusetts Lawyers Weekly		Cape Cod Living		Television		Lawyer Referral Services	
Content	Strategy	Content	Strategy	(1) Comcast		(1) Massachusetts Bar Association	
(a) General Advertisement (weekly)	(a) Update Quarterly F/U w Roger re Potential Referral	(b) General Advertisement (Quarterly)	(a) Update Annually F/U w Edgar re Potential Referral	(j) General Advertisement (1st 20 C)	(a) Run for Contract	(k) Potential Client Call Script	(a) Run for Contract
	F/U w Emilia re Potential Referral		F/U w 2 Potential Clients at Arrow		Determine Whether to Continue V	(2) Total Attorneys	
(B) One-Time Ad re New Associate	(a) Running wk of 3/8	Creative Pastimes - Accounting		Content	Strategy	(l) Potential Client Call Script	(a) Run for Contract
Massachusetts Lawyers Journal		Content	Strategy	(n) Specific Advertisement re Elder	(a) Run for Contract		
		(e) Advertisement re Life Insurance	(a) Update Annually		F/U w Potential Client (4)		
Content	Strategy			Radio			
(y) General Advertisement (weekly)	(a) Run for Next 3 Months Determine Whether to Continue V		F/U w Dennis re Potential Referral	(2) National Public Radio - Boston			
			F/U w Marie re Potential Referral	Content	Strategy		
			F/U w Deloris re Potential Referral	(B) General Advertisement (2 am-4	(a) Run for Contract		
					F/U w Potential Client (2)		
				(3) WEEI - Boston			
				Content	Strategy		
				(t) Specific Advertisement re Elder	(a) Run for Contract		