

Newsletter from Boyd Butler at [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk)

## How You Can Keep Your Clients Loyal For Free

One of my clients had a recent success with a pitch for £100k a year of business.

As this was a tender, they asked me to help them prepare.

I did a coaching session and gave them a rough outline of questions they would have to answer. It seemed to have worked.

So I thought maybe you guys would like it? If you've got other law firms that you know that pitch for business it may help them too.

[You can find it here](#)

The reason I send you these emails is because you may forget about me if I don't.

Maybe by proving my expertise and knowledge you'll be ready to buy my advice when you want it. I know you can see the logic in that. Which is why I want to talk about newsletters today.

## Do You Keep In Touch With Your Clients and Prospects?

If you're not in frequent contact with your clients and prospects chances are very high that **they will forget about you!**

Satisfied clients will go off if they get a better offer.

**Loyal customers will stay.**

They'll defend you to the death.

Do you want satisfied or loyal clients? Let's imagine your client is your spouse. See what I mean about loyal versus satisfied?

If you haven't done anything to keep in touch with prospects and customers, they'll forget all about you in less than a year.

**I recommend the newsletter as a simple way to keep in touch.**

Most People Read Newsletters with Their 'Guard Down.'

*People are conditioned to be less resistant to reading 'information' (such as articles) than advertising.*

A newsletter showcases your knowledge and expertise so people get in touch when they are ready to buy, not when you want to sell.

Newsletters are an effective way to introduce new products and services.

Client newsletters are a highly-effective 'referral' tool to get new clients that are already sold on you.

Remember, always get your customer and prospect's details.

Most small companies don't do this very well. When was the last time a restaurant asked for your details?

**Send an email once a month you'll be doing more than 90% of business owners and managers.**

**And you can do this free with Google's Gmail or your own email supplier.**

**It's not who you know, it's who knows you. And a newsletter will mean a lot of people remember who you are.**

And if you think you haven't got time to write and send an email newsletter you are wrong.

Because it only takes a few minutes a week to put together a newsletter that is of value.

And I'll even help you - just let me know you want a bit of help.

Have a great week end.

Boyd.

PS if you want to stop these emails just let me know. I'll take you off my list.

Feel free to recommend [www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk) If you don't feel able to recommend it then please let me know how I can improve it.