



You are probably getting referrals you don't know about.

(Because you're not measuring where they are coming from).

And some that you do know where they come from.

But where are you going to get more?

### **How about setting up your own referral network in your town/area?**

You can be the leader.

And it starts something like this.

- 1 Make a list of all the companies you work with that you would be happy to recommend to your best clients. This is the core of your referral network.
- 2 Next, write to them explaining that you want to include them in a formal referral network. But first you need to know exactly what clients they would like to have referred to them. So can they please complete a short survey which will help you refer the right clients. Of course you show them in the letter the example of what type of clients you want referred with your example survey filled in.
- 3 Next when you have your core signed up. Look for gaps in the type of firms you don't have as part of your network. Ask the core referrers for recommendations if you don't have good contacts yourself. You should be looking to get one of the best companies in your town/area in each of these business categories.

Accountant | Financial Adviser | Printer | Web Design | Banking | Mortgage Broker | Graphic Design | Computer Support | Telecoms Provider | Office Supplies | Photographer | Insurance Broker | Electrical Contractor | IT Consultant | Marketing Consultant | Florist | Builder | Security Products | Architect | Cleaning Services | Signage Company | Travel Agent | Decorator | Business Advisor | Promotional Gifts Company | Interior Design | Surveyor | Telephone Systems | Car Sales | Computer Sales | Car Sales | Internet Services | Public Relations Company | Alternative Therapists | Events Organiser | Health Insurance Broker | Plumber | Office Machinery | Office Furniture | Car Servicing | Health and Safety Consultant | Will Writer | Estate Agents Residential | Commercial Letting Agent | Caterer | Landscaper | HR Consultant | Hotel | Employment Agency | Carpet Cleaner | Utilities Broker | Couriers | Car Hire | Car Leasing | Gardening Services | Wine Importer-Merchant | Mobile Phone Retailer | Jeweller | Book-Keeping | Removals/Storage | Secretarial Services | Personal Trainer | Hypnotherapist | Dentist | Private Doctor | Private School | State School

- 4 Now you can write to all the best firms in these categories. You just repeat the process with the letter/survey.
- 5 Once you have your firms lined up it's up to you to formalise the referral group.
  - You can meet once a month, (at your venue partner).
  - You can set up a website for your town, with each partner contributing one article a month, that has offers on it for local people.
  - You can send a marketing newsletter once a month with tips on how to grow business.

- You can get a referral card printed free (by your printer partner) that everyone can carry and complete when a referral is made. Here's an example <http://www.greatlegalmarketing.co.uk/di/247916>
- You can produce gift voucher books for partners to give away to customers, with offers from each partner.

### **Too much hassle?**

Let's look at the numbers.

70 Partners in the network.

Each has 100 clients (that's conservative)

7000 potential customers for you.

That you can market to.

For free.

Now as a solicitor let's say you get 1 in 100 customers as a new client.

That's 70.

At £500 a time.

That's £35,000.

Year one.

**And don't you think this is going to grow?**

**I'd expect £70,000 year two.**

**£127,000 year three.**

Maybe you want the letter I've written for one of my non-legal clients that does this.

But if you don't? That's ok. I know it's one in a thousand that will actually do this.

But if you do want the letter...drop me a line.

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More resources for you are here;

Video – [What 3 Things Are You Doing To Get Referrals?](#)

Video – How RG Solicitors Get Referrals

<http://screenr.com/6SK>

How To Ask For Referrals -

<http://www.greatlegalmarketing.co.uk/Legalpracticemarketing>

How To Turn Satisfied Clients Into Loyal Clients So That They Refer

<http://www.greatlegalmarketing.co.uk/sitedata/Misc/Keep-Your-Clients-Loyal-Fo.pdf>