



Evergreen new business system to attract clients?

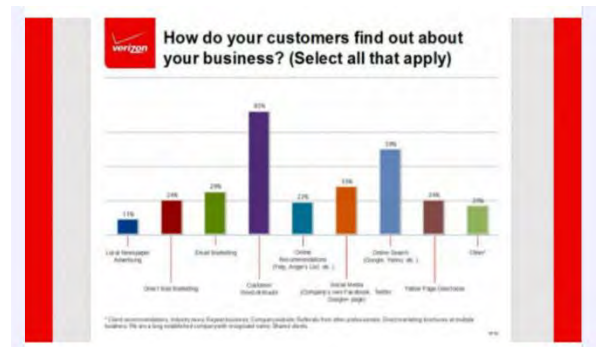
Most people I speak to ask me what do I need to do to bring in more clients? My first question back to them is: “What are you doing with the clients you already have?”

84 Percent of “new business” comes from word of mouth.

You already know this but lawyers like to cite sources, and people don’t believe it until they read it on the internet, so here is an article from Small Business Trends by Anita Campbell:

<http://smallbiztrends.com/2014/06/small-businesses-get-customers-through-word-of-mouth.html>

Of course, most old dog lawyers tell me this every time I talk to them about using my services. “I get all my business I need from referrals.” Which is true for *them* most of the time. But keep in mind two things: 1. They may not need much business any more, and 2. They probably have a huge network put in place over decades.



<http://smallbiztrends.com/2014/06/small-businesses-get-customers-through-word-of-mouth.html>

But if you do not have a good referral base at this moment, or you are not utilizing your referral base enough; or you want to grow a referral base, then, of course, I suggest you engage your current and past clients some way with relevant content.

Here are some good tips on how to do just that:

1. Old school: newsletter. Not so old, but still old school: e-mail newsletter. I like to use Microsoft products because for \$100 per year, you can get 365 Office and use many of

the different programs and have versatility with these selections across different mediums. The formats are interchangeable between programs and the programs are pretty much compatible with everyone across the globe.

<https://support.office.com/en-us/article/Use-Publisher-to-create-and-send-email-newsletters-6588BAA3-AEAA-407F-B43A-1DC3529F6152?ui=en-US&rs=en-US&ad=US&fromAR=1>

2. Build a business Facebook page and invite your clients to like your page. Mine that same e-mail address and give them relevant information on a periodic basis (at least once per week). You can also run simple advertising campaigns such as discount packages for pre-existing clients. Don't take my word for it; just take Facebooks.

Why Facebook Marketing is important in promoting businesses nowadays?

May 23, 2011 at 5:09am



Transformation of communication ways

3. YELP account. You can interact with your clients through yelp and Google +. Have them upload a photo to yelp while they are at your location. Then they can review you at the same time.

★ 8 Reasons Why Your Business Should Use Yelp's Check-In Offers

Last Updated: April 11th, 2015 and last modified on April 13th, 2015. Joy Hawkins 6 Comments

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Yelp introduced **check-in offers** back in 2010 yet a lot of businesses still aren't taking advantage of them. This feature allows business owners to reward customers with a coupon or incentive for checking in at their location using the Yelp app. You could offer a free cup of coffee, or a discount on their purchase etc. This feature can only be used by businesses who have a physical location that customers visit so Service-Area businesses like plumbers or limos cannot take advantage of this.

Why should your small business care about these?

1. Check-ins are a **ranking factor** on Yelp. Want your business listing to show up higher on Yelp's search results and get more visibility on Google? Check-ins can help you do this.

<http://www.joyannehawkins.com/8-reasons-why-your-business-should-use-yelps-check-in-offers/>

This helps your YELP ranking, creates Google backlinks. This will build huge dividends down the road. [jump to article](#)

4. My favorite way to create interaction with current clients is to create a subscriber or client portal in my website. Wordpress [jump to plugin](#) does not make it easy, but once you have the portal created, you can also do more creative things than even #5 below.

5. I like to do some simple hacks too, which also make administrative tasks more simple. They are easy to do straight from your Google Account and thus, your cell phone.

A. Sync your Calendar and send an invite to your client on your calendar. They can add the date to their calendar with one click. This way, you can then send them reminders of appointments and dates, automatically.

B. I also like to share docs on dropbox and give them real time notices via e-mail when a document has been modified. You can collect signatures this way as well.

C. Finally, set up a task list, share the task list, and set automatic reminders for clients using google. You can create intricate steps for them in your list and e-mail the list directly to them.

However, you do it, setting up an interactive experience with your preexisting and existing client base keeps them engaged, and makes them more likely to recommend you to others. It also keeps you in “front of them” which, of course, makes marketing future business even easier.

Give me a call or drop me a line. Happy to help with any of this stuff.

John

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