



WELCOME

Other than doing great work for your current clients, professionals often wonder what else they can do that will help them get new clients and new matters from existing clients. This month's article focuses on eight simple things that you can do to actively generate leads. Are you doing any of these?

ARTICLES

EIGHT QUICK & EASY BUSINESS GENERATORS

1. Connect with referral sources. Call up one of your best referral sources and invite them to breakfast or lunch to say thank you. In addition to being the right thing to do, your appreciation reinforces the behavior you'd like to occur more often.

2. Introduce others to each other. When you help someone they are more liable to return the favor. Serving as a professional matchmaker of sorts can pay huge dividends to your bottom line.

3. Ask for an introduction. Ask a current referral source or good friend for an introduction to someone in his/her network. Be sure to tell that person what you're looking for. In other words, don't just say, "Do you know anybody who might want to hire me?" Rather, ask, "Do you have any colleagues at other companies who have expressed unhappiness with their current _____ (fill in the blank with the appropriate professional – lawyer, accountant, business consultant, etc.)?" If your contact says yes, ask if he would be willing to introduce you.

4. Visit a client's business. Most clients enjoy showing off their company and introducing their professional service providers to others in the company. In addition to expanding your relationship with your client and others in the client's company, you may uncover opportunities for additional work. Remember – this visit is on your dime, not the client's!

5. Go to lunch with someone from your own firm. Seek out someone with whom you don't regularly dine and suggest lunch. Ask great questions to get to know this person and her practice better. It's important to expand your network – you may be surprised at the opportunities that arise when you do this.

6. Call past clients. If you haven't been in contact for awhile, simply ask them how they are doing and then let them answer. Or, your call could be a follow-up to an article of interest you sent a couple weeks prior. Then the

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