

Lawyers Are Great Sources of Referrals

By Roberta M. Gubbins

References are vital to a successful law practice. Every person you meet is someone who will need a lawyer at some point. This includes people who come to your office, current and former clients, and fellow lawyers. Building lasting relationships with your colleagues and letting them know what makes you unique can generate new business.

Marketing to lawyers and other members of the legal community

You could begin with the Lawyer2Lawyer Referral Network at <https://www.zeekbeek.com/Lawyer2Lawyer-Landing>, part of the SBM Member Directory. This service allows you to advertise your practice areas to everyone on the site, including more than 40,000 lawyers in Michigan, 10,000 in Indiana, 20,000 in Ohio, and 25,000 in Illinois. Normally a paid service, it is currently free for a three-month period.

The listing includes your practice area and niche. You might list your practice area as appeals. That designation, along with your contact information, would fill the listing box on the left side of the page. Adding the premium services lets you include a small advertisement on the right side. You can have up to five practice listings.

Face-to-face networking is also effective. Start with your local bar association; join, attend events, chair educational committees in your area of practice, or offer to start a committee if none exists. Meeting colleagues from different practice areas provides opportunities for cross-referrals, which benefits both parties.

The State Bar also offers opportunities to meet fellow lawyers. Join a section, or consider being or getting a mentor. Whether you're giving or getting advice, mentorships can help develop your career or help a new lawyer.



Teach in your field. You can teach a course at a local college, offer a workshop in your field to colleagues, or contact local community groups needing speakers. Presentations help establish your reputation as an expert in your field.

Your website should be current and mobile-friendly so when potential clients visit, they can quickly find the information they want and easily contact you for help.

Social media can help

You will undoubtedly find a potential audience of lawyers and consumers looking for legal help on LinkedIn, Facebook, and Twitter.

LinkedIn has become the preferred professional social networking site. Recruiters, executives, and legal professionals respect and use it. If you only have the time and energy to use one of these three social media sites, go with LinkedIn. Connections occur on LinkedIn all the time.

Facebook's business pages can help you further your practice by strengthening your firm's web presence and providing a platform where you can announce new blog posts, articles, or events.

Twitter can also be a useful tool for lawyers. Using keywords for your practice preceded by the hashtag (#), you can post and keep up with the latest information and developments in the legal world.

The practice of law continues to become more fast-paced, increasing the importance of qualified referrals. Using SBM services, keeping up with social media, and being active in your local community and bar associations lets your colleagues know you're available for referrals. ■



Roberta M. Gubbins has served as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter editing articles, blogs, and e-blasts for lawyers and law firms.

She is editor of The Mentor, the SBM Master Lawyers Section newsletter.

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