

Daniel Mills

From: mailer@infusionmail.com on behalf of Ben Glass <ben@benglasslaw.com>
Sent: Friday, October 14, 2016 12:30 PM
To: Daniel Mills
Subject: Develop Deep Client Relationships, Get More Referrals.

Having trouble viewing this email? [Click here](#)



BEN GLASS'S GREAT Legal Marketing, LLC

Getting more referrals starts with building relationships.

Lawyers often make the mistake of thinking that simply because they are a good lawyer, their customers will naturally send referrals their way. But nothing could be further from the truth.

Being good, or even great, is no longer the determining factor between getting a referral and not getting one.

People have to know, like, and trust you. Simply doing a good job is the minimum expectation for them to not bash you on Google or AVVO; a good job alone is no longer a reason to refer.

But how can you create and nurture your relationship with hundreds or thousands of people all at once?

The answer is MEDIA.

You need media that you control; media that allows you to be the celebrity; media that communicates your message and expertise, keeps you top of mind, and can't be taken away from you.

So how do you own media? How do you build relationships with clients so they are naturally encouraged to refer?

As with most questions, the answer is simple, even if the execution is not, and my good friend Shaun Buck has written the book on it.

This is one of my favorite tools and types of owned media: a print newsletter.

I've often said there are only three things I wouldn't give up in my law practice: 1) my license, 2) my website, and 3) MY MONTHLY PRINT NEWSLETTER.

A newsletter that will increase referrals is one of the most important tools in your marketing arsenal. As such, I've asked Shaun to send you [a free copy of his book](#) (he's even picking up the shipping and handling charges), and to be one of the speakers at this year's GLM Summit.

In his presentation, you'll discover ...

- How to double or even triple your referrals in any firm.
 - The correct way to use a newsletter to build relationships.
 - How to make clients and prospective clients eagerly anticipate your newsletter each month.
- And so much more!

We use newsletters at BenGlassLaw to maintain long-term relationships with current and past clients.

This regularly yields high-fee cases for our practice.

But don't just take my word for it.

Newsletters are also a tool being used by dozens of our members.

[>> Click here to request your copy of the book <<](#)

Our partner, Shaun Buck, and his team have perfected the process of creating custom media for your firm that builds relationships, increases referrals, and converts more prospective clients into paying clients. And each of these can increase your profits.

You'll want to [grab a free copy of his book](#), then make sure you don't miss his main stage presentation: "Clone Your Favorite Clients: The Ultimate System for Tripling Referrals." Shaun Buck will be on stage Saturday, October 22, at 11 a.m. at the Summit.

See you soon!

Ben Glass

P.S. — You can also stop by Shaun's booth to chat with him and his team. I know they'd love to talk with you!

If you no longer wish to receive our emails, click the link below:

[Unsubscribe](#)

Ben Glass

3915 Old Lee Highway

Suite 22-B

Fairfax, Virginia 22030

United States

(703) 591-9829

©2010 Infusionsoft, Inc.
Infusionsoft.