

CHEAT SHEET: Mass Referral System (Growth via Reviews)

This process has been designed to get the maximum number of reviews online so that you can use them to grow your law firm.



Have tablet or laptop ready in the office

Always be prepared in the office to take a review. The process is quick, and the review page should always be kept open.

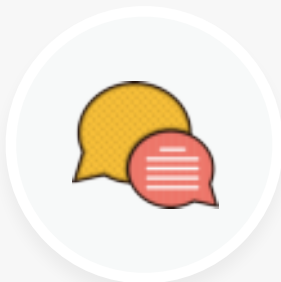
COMPLETE



After the initial free consultation

Try and get the first review after the initial free consultation. A lot of prospects will feel like a weight has been lifted, because the options in their case have been made clear.

COMPLETE



Get the client to write the review

If you feel the client has had a positive experience, ask them to write a review. You can even collect it on physical paper forms, and then type it up later. Remember to add their email address so they can be prompted to share their positive review online.

COMPLETE





After services have been rendered

Once you have finished with a client and they are happy with your services, ask them for another review. Getting more than one review from a single client is common, especially since the first and last review will be weeks/months apart.

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Write down short description of case

Try and match the review with specific cases. This will allow you to create specific case studies down the line that make it easier to close future clients.

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Get professional review booklet printed

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COMPLETE





Use the booklet to get more clients

During your initial consultations with prospects, you can refer to specific cases, that are relevant to them, and explain what happened. Make sure they understand that not all cases are the same, but these are outcomes that have happened in the past.

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