

## SOURCES

1. Client Referrals
2. Center of Influence Referrals
3. Seminars
4. Industry Associates

### CLIENT REFERRALS

1. Show your client your standard referral letter, and ask if he/she has any objection to the use of his/her name as a client in the letter.
2. Interview your best clients, and ask for referrals using the following format:
  - Why do you do business with me?
  - Why do you choose me instead of my competition?
  - What have I done for you that you value?
  - What additional services could I provide that you would like?
  - How did you hear of me?
  - If you didn't know me, what could I do or say that would interest you enough to meet with me?
  - How would you market to your own industry?
  - If asked, would you recommend me to a friend or associate?
3. Offer a list of candidates. Ask what your client knows about each of them.
4. Use questions to generate referrals, for example:
  1. If you were starting a new business, who are the first three people you would ask to join you as partners?
  2. Have any of your neighbors, friends, or associates recently been promoted?

### CLIENT REFERRALS (CONT'D)

3. Do you know anyone who has started a new business or begun a new practice within the last three or four years?
  4. Who are you three closest friends at work?
  5. Of the people you know, who owns the most real estate?
  6. Of the people you know, who owns or is a partner in his or her own business?
  7. Who do you know that has a family business?
  8. Is there anyone, not working in the life insurance business, with whom you've discussed life and health insurance recently?
  9. Who do you know that is making or losing money in the stock market?
  10. Of all your friends, who is making the most money?
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5. Ask your clients to fill out a golf foursome.
  6. Prepare a brochure using testimonials from your clients.
  7. Get involved in charities and organizations common to your clients. Volunteer for organizational committees, such as fund-raising and organizing golf tournaments, within those groups.
  8. Ask to attend charitable function and golf tournaments sponsored by such organizations.

### **CENTER OF INFLUENCE REFERRALS**

1. Take a center of influence to lunch weekly to explain what you do.
2. Always ask permission from your clients to meet their attorneys/CPAS.
3. Offer technical support to centers of influence in your area of expertise (technical research/educational seminars/sample documents/Mort Greenberg/general ideas) while at lunch with a center of influence.
4. Refer business to the center of influence.
5. Show gratitude for the referral in proportion to the case (dinner, weekends, etc.)
6. Newsletter.

### SEMINARS

In order for seminars to be effective, they generally must:

1. Be regular (monthly or quarterly).
2. Be of general interest to a targeted market.
3. Include other professionals (attorneys, CPAs, investment advisors, etc.).

Generally, seminars can require a minimal cost to the participant (e.g. \$25) without causing a reduction in attendance.

Seminars may also be run for centers of influence (law or accounting firms) for areas of significance to them in their practice such as due care, split dollar, executive benefits, product selection, etc.

Seminars should have some method of follow-up to enable proper marketing to participant.

### **INDUSTRY ASSOCIATIONS**

Prospecting through professional and trade associations requires a legitimate effort on your part to become truly involved in the association. Prospects will develop, but it will require time.

Generally, you should volunteer for one of the following committees: Membership, Special Events, Fundraising, or Legislative.

Most associations provide for affiliate, associate, or vendor memberships.

To determine involvement opportunities, you must contact the association, determine the organizational structure, and be forthright that you want to become known in the profession or trade but will honestly fulfill the requirements of committee membership. It is best if you already have some clients in that trade or profession as a reference.