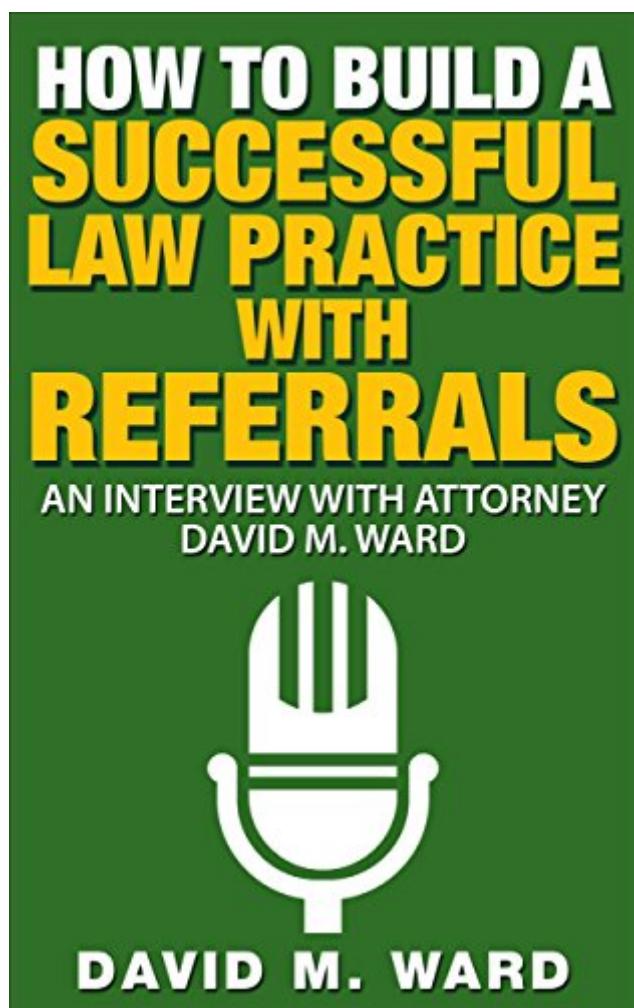


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# How To Build A Successful Law Practice With Referrals: An Interview With Attorney David M. Ward



## **Synopsis**

Most lawyers want to get more referrals. Unfortunately, most lawyers don't do anything to make that happen. As a result, most lawyers receive far fewer referrals than they could. If you want to get more referrals and you're willing to do something to make that happen, this book will help. My name is David Ward. I'm an attorney, marketing consultant to attorneys, business owner, and author. I was recently interviewed by an attorney friend about using referrals to build a successful law practice. This book presents an edited version of the interview and additional tips about using referrals to build a law practice. We began this interview by discussing the benefits of referrals. If getting referrals isn't one of your top marketing priorities, by the time you finish this book you'll know why it should be. We also discussed the most common mistakes lawyers make with respect to getting referrals, and how to fix them. Finally, we talked about some of the most effective ways to get more referrals from clients and from other lawyers. The strategies in this book will work for any attorney in any type of practice. No, you won't learn everything you need to know about referral marketing in this brief book, but if you apply some of these strategies, you will get more referrals.

## **Book Information**

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Referrals are what have helped me build a successful practice that has thrived over the past thirty years. Get David's book and learn the right way to build your practice with referrals.

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