

TODAY'S PRIVATE PRACTICE

How to Get Referrals from Attorneys

Building a base of professionals from various disciplines who refer clients to you is a foundational practice-building approach. The legal profession continues to be a growing one and presents potential referral sources for practitioners. There are many ways in which therapy and the legal profession interface, making attorneys a natural source of referrals.

Find Common Ground

How can you establish mutually beneficial relationships with lawyers? Begin by identifying their needs and seeing how your services can help with those needs. Where do you specialize that interfaces with the legal arena? For example, if you provide services related to divorce, you can focus your marketing on attorneys who specialize in divorce. Be able to explain how your niche service relates to their specialty, and build bridges. It is usually not hard to find common ground.

Networking with Attorneys

Meet and build relationships with attorneys with a possible interest in your niche specialty. Possible venues where you might interface include continuing education programs and workshops that include attorneys as well as mental health professionals (such as on child custody issues), Chamber of Commerce meetings, local bar association events, etc.

Offer a Workshop or Seminar

Consider offering a workshop based on your expertise to attorneys. Possible topics include stress management, dealing with difficult clients, effective interviewing techniques, divorce and remarriage issues, etc. Even better, co-lead a workshop with an attorney on a topic such as the psychological aspects of divorce and the implications for the attorney/client relationship.

Develop a Mutual Referral Relationship

Your clients may sometimes need good legal advice or services, and you will have opportunity to make a referral. As you build relationships with lawyers, you may use them as a referral resources. Referring to attorneys will encourage referrals from them.

Your Marketing Materials

Develop targeted brochures and flyers that describe services that are relevant to what attorneys may need to make a referral. As a group, attorneys have high standards and your materials must be well done, to create a good first impression of you and your practice. For example, a therapist who works with troubled adolescents could highlight this niche and send this brochure to criminal attorneys as well as attorneys who practice family law or juvenile law.