

# THE EVIDENCE REPORT

Vol. 2 No. 2

FEBRUARY 2005

Litigation Graphics<sup>SM</sup>

2909 COLE AVENUE • SUITE 100 • DALLAS, TEXAS 75204-1304  
(214) 951-0032 • www.litigraph.com

Visual Presentation Strategy • Consultation & Design  
Serving the Legal Community Since 1988

MEMBER: Demonstrative Evidence Specialists Association

Hal Copeland, Editor

## Building Your Law Practice With Referrals

by Hal Copeland

As an attorney you may be surprised to learn how a small "referral network" can bring you new clients.

Your network might include an e-mail newsgroup, a business consultant and other entrepreneurs.

Select individuals to whom you can give potential clients and those who could refer potential clients to you.

Here are some ideas that should help you to develop a productive system of referrals.

### Wrong Idea:

"Mr. W.W. should be one of your clients. Here's his phone number. Call and tell him I suggested you call him."

### Right Idea:

"Mr. W.W. should be one of your clients. I would like to bring him over to meet with you."

In personal service professions, such as law, accounting, and public relations, "leads" do not usually work. The most effective way to refer someone to a potential new client is to arrange a meeting of the three of you, a luncheon, coffee or whatever, to establish a relationship.

A personal introduction, which is a "transfer of trust", normally produces much more than just giving someone a name and telephone number.

Remember: The more referrals you deliver, the more you will receive!



## What do these types of graphics all have in common?

- \* Posters
- \* Videos
- \* Animations
- \* E-Presentations
- \* Models

The answer? They are all demonstrated in a new interactive CD-ROM with sound. These samples of actual trial exhibits from past legal cases were created by **Litigation Graphics**. See how effective graphics can help you tell your story.

"**The Attorney's Graphic Exhibits and Animation Sampler**" (16 minutes of visuals with sound track) is available to you or your litigation group. Simply place it in your PC and it will auto-start.



To request your complimentary CD-ROM, to help you win at settlement, mediation and trial, call (214) 951-0032 or e-mail: [info@litigraph.com](mailto:info@litigraph.com)

## How to Keep Clients Happy

Happy clients are repeat clients and are the key to a successful business. Here's how to keep yours content.

1. Put the client's needs first. If you focus on your client's success, your own will follow.
2. Help your client network. It never hurts to do a client a favor beyond the call of business, and it's something the client remembers.
3. Keep in contact with your client. Friendly phone calls, tips and informative newsletters can help your client remember you. Donate small gifts.
4. Don't make promises you can't keep. You're better off exceeding expectations than disappointing a client by eagerly promising what you can't do.
5. Communicate. If a project runs into problems, let your client know as soon as possible so that alternative plans can be made if needed.
6. Don't quibble over small stuff. Remember, the client is always right, even when he or she is wrong.
7. Learn as much about your client's needs and business as possible. The more you know, the more you'll be able to give the client what he or she needs.

## E-mail and the Law

Quoting the ePolicy Institute and software provider Clearswift, a recent issue of *Public Relations Tactics* discussed ways to avoid e-mail blunders.

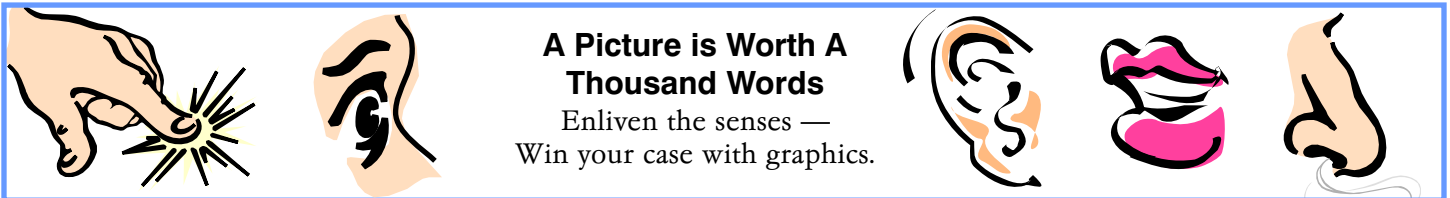
1. "Failing to keep content clean, compliant and corporate." Enron employees learned a hard lesson about keeping personal and business e-mail separate.

During the Federal Energy Regulatory Commission Investigation of Enron's alleged energy-market manipulation, employees' personal e-mail was collected as evidence.

2. Failing to retain business record e-mail: Investment banker Frank Quattrone discovered it's illegal to destroy e-mail evidence.

Quattrone was accused of obstructing federal grand jury and Security and Exchange Commission investigations after he forwarded an e-mail urging members of his technology sector banking group at Credit Suisse First Boston (CSFB) to "clean up" their files.

At the time he sent the e-mail, the grand jury and regulators were investigating whether CSFB accepted kickbacks from hedge funds in exchange for HOT IPOs. The file cleanup missive was just one of several e-mails that prosecutors used as evidence in the high-profile, widely publicized case against Quattrone.



ADDRESS SERVICE REQUESTED

2909 COLE AVENUE • SUITE 100 • DALLAS, TEXAS 75204-1304



A newsletter published by

**REPORT**  
THE EVIDENCE