



# The Earley Examiner

*A Letter from Massachusetts Personal Injury Attorney Chris Earley*

**February 2024**

If you run a law firm you likely rely on online reviews. There is no question though that it can be very hard to get reviews from clients. It is an ongoing challenge, but potential clients expect you to have reviews. If you don't have many reviews, or none at all, your chances of attracting potential client plummets significantly. Here are some ways we have used to obtain in excess of 600 online reviews:

**Prime clients for them.** At the very start of a case, make clear to the client that you will be asking for a review later on in the case. This can be streamlined through automation. A simple introductory email or letter at the beginning of the representation is a good time to prime the client. Tell them their feedback is very important. That is a great way of setting the stage that a review request will later be made, so that the client is ready to leave one when asked.

**Be proactive and ask for them.** People that use your services need to be asked for a review. If you don't ask, I can guarantee you won't get many, if any, reviews. But very, very few people will leave you a review on their own without being asked to do so. Sometimes it feels uncomfortable to ask for a review, and also leaves us feeling a little vulnerable. But the more you do it, the easier it becomes. Even when you do ask for the review there must be follow-up, because it is very rare for someone to leave a review on the first ask.

**Make it really easy.** People don't want to jump through hoops to leave you a review. Use text instead of email when you make the request because people are much more likely to respond to a text versus email. When you text the request, text a direct link for the reviewer to land directly on the review page. All the person needs to do at that point is to click on the stars

and write the review, without needing to navigate to a different page. The easier you make it for people to leave a review, the more reviews you will get.

**Respond to each and every review, good and bad.** In your response always thank the person for leaving the review. When you receive a negative review (we all get them) offer to make the situation right. Whatever you do, never of course say anything in your reply to the review that is unprofessional.

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### **Thank You for Your Massachusetts Personal Injury Referrals!**

Your trust in us to handle your wrongful death, car accident, slip and fall, and workers' compensation referrals is incredibly appreciated. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience*.

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### **Private 1-1 Attorney Coaching**

I'm now offering 1-1 coaching to a select number of growth-minded attorneys. If you're interested in learning more about taking your practice to the next level, email me at [cearley@earleylawgroup.com](mailto:cearley@earleylawgroup.com) for more details.

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### **Sign-up for The Need-To-Know Practice Tip of the Week**

If you are not already receiving each week in your inbox my Need-To-Know Practice Tip, then you are missing out. Simply scan this QR code to start receiving this weekly email.



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### **Let's Connect**

Let's grab coffee or jump on a Zoom so we can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at [cearley@earleylawgroup.com](mailto:cearley@earleylawgroup.com) so we can talk and help one another!

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### **Check Out My Most Recent ABA Article Attached**

This month's topic is about how we welcome new team members at our firm.