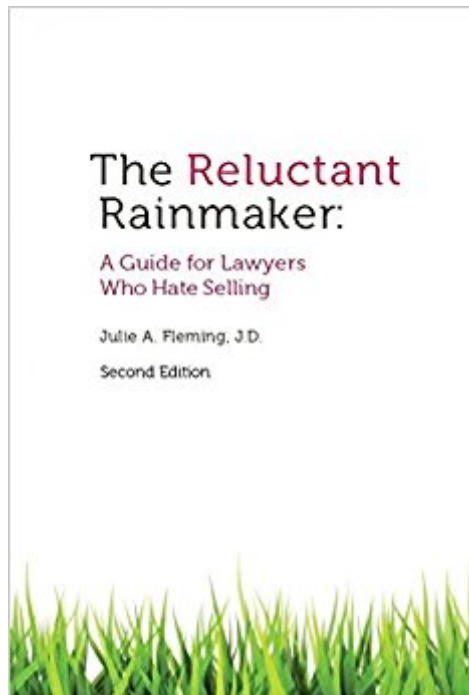




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The Reluctant Rainmaker: A Guide For Lawyers Who Hate Selling



Synopsis

It's no longer enough to just be a good lawyer. To thrive in this new economy you must also understand the business of law. You must learn how to "make it rain." You must become a rainmaker. What is a rainmaker? Rainmakers are the ones who help bring the money into your firm. The ones who help bring in the new clients. The ones who keep your potential client pipeline full. Rainmakers help practices succeed. If you aren't a rainmaker now, it's time to get moving. It doesn't matter whether or not you like to market, or if you like to sell. If you want a successful law practice, you'll have to learn how to do it. The right way. The professional way. The effective way. If you find marketing and selling distasteful, you may be what we call a "reluctant rainmaker." And lucky for you, this book can help. Inside, you will find all the information you need to help you create a cohesive, actionable business development plan. You'll get a step-by-step guide with clear direction on how you can develop a successful, satisfying, and sustainable practice, while still being able to look yourself in the mirror.

Book Information

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Customer Reviews

When I practiced law several years ago as a young associate, another associate reeled in a large client and I thought, "How did she do that?!" It seemed like such a mysterious process. Well I recently spoke with her about that and it turns out she too thinks rainmaking is a mysterious process! (She explained that she got that client because a law school roommate served as in-house counsel for the company.) After reading Julie's book, the rainmaking process will be demystified. You will know exactly what needs to be done, why it needs to be done, and how it needs to be done.

It's all laid out for you in a step-by-step guide. And most importantly, you will now be motivated to take consistent action. What makes Julie's book stand out in particular is that she doesn't just throw a bunch of strategies at you. Sure, she shares strategies but first she makes sure that you understand why rainmaking is so important for your career, especially in the tumultuous times in which we live. She explains the importance of having a plan and walks you through how to create one. Then and only then does she dig into strategies, so now you're selecting strategies that will actually help you accomplish your own individualized goals. (As it turns out, the colleague I mentioned above who brought in the big client--staying in touch with law school classmates is one of the strategies in the book, so my colleague was practicing rainmaking without even knowing it. Not all of us are that intuitive; yet another reason we need this book.) The Reluctant Rainmaker would actually serve well as a guide for anyone interested in rainmaking, not just lawyers. So if you're reading these reviews and you're not a lawyer but interested in rainmaking, I recommend you buy a copy.

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