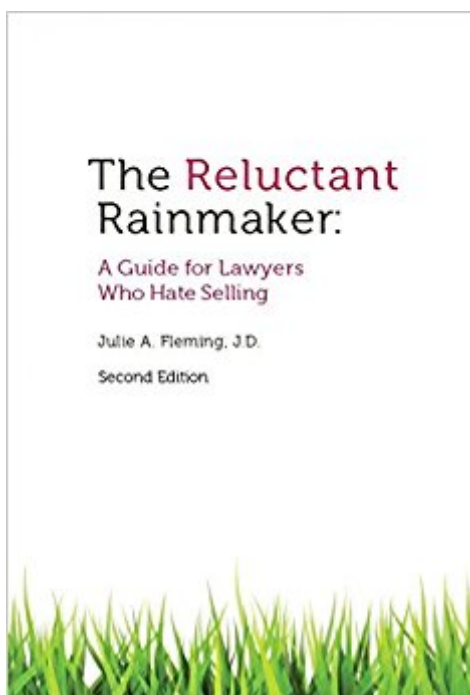


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# The Reluctant Rainmaker: A Guide For Lawyers Who Hate Selling



## 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. ã ã Rainmakers help practices succeed. If you aren't a rainmaker now, it's time to get moving.ã ã ã ã 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,ã ã while still being able to look yourself in the mirror.

## Book Information

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## Customer Reviews

Unfortunately, the primary focus of this book is on how to get more business from the clients you already have, or get them to introduce you to new clients. For the attorney trying to start his or her own business without the benefit of already having clients, the advice on cultivating existing relationships is mostly aspirational. These are things you could do to get more clients once you have clients, but there's too much assumption that you already have clients to begin with.

I never thought I would be the person at my firm who brought in big business. Networking, making connections and bringing in clients seemed like such a mysterious process, one that I, as an introvert, seemed ill-qualified to master. This book stands out from many similar books on the subject in that the author not only walks you through why bringing in business is important for your career, but also how exactly to make it happen. You need a plan. And to put your plan into action, you need strategy. And this book helps you formulate the strategies you need to accomplish your goals. There is something in this book for everyone. If you're a law school student wondering why they never taught you this in law school, a solo practitioner, a new attorney at a small firm or a seasoned attorney at a big one, you can benefit from "The Reluctant Rainmaker."

This book is excellent over all, with some great ideas for lawyers who are uncomfortable with the idea of rainmaking. Unfortunately, Kindle readers will find reading the book unnecessarily difficult, with poor formatting, headings in the wrong places, paragraph breaks in the middle of sentences, etc.

The Reluctant Rainmaker should be required reading for all attorneys and law students. Why? Many legal professionals struggle with marketing their practices without feeling like they're selling. Attorney Julie Fleming is a legal industry insider - she shows lawyers how to grow their law firms (aka law businesses) with practical guidance and easy to apply tips. It's a must buy.

This a good compilation of all of the rainmaking work I should be doing. I really liked how she broke out tactics for associates, which helps me focus my efforts now. What is terrible is the formatting for kindle. For example, there are paragraph breaks in the middle of sentences on almost every page. It's not unreadable, but it's definitely annoying.

Very practical and detailed ways to boost rainmaking efforts with external resources made readily available. I recommend this book to veteran and rookie rainmakers.

Note: This review is for the second edition of the ebook. Great reference guide for a newly licensed practitioner. This book complements my other books for new practitioners by authors: David Maister and Ronald J. Baker.

Relevant and a very good handbook. Common sense between two covers. A splendid investment

in time and money.

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