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Being A Rainmaker







Robert McKim





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Agenda and Summary Layout

Becoming a great rainmaker for your firm

-  **Discussion Item One** - Rules of Professional Conduct Rule 1-400 Advertising and Promotion
-  **Discussion Item Two** - Know Who You Are and The only 7 sure-fire ways to get clients in your door NOW
-  **Discussion Item Three** -The 7 reasons why people don't buy from you
-  **Discussion Item Four** -Factors to consider 3 critical factors to remember when looking for new clients
-  **Discussion Item Five** - Marketing your firm -How to market and sell with USP's (Unique Selling Proposition)
-  **Discussion Item Six** - How to keep your clients happy



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So you want to be a rainmaker

One who is known for achieving excellent results in a profession or field, such as business or politics.



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ON TARGET - RAINMAKER

Follow the Rules of the Road

How any attorney can become a Rainmaker and build the practice of their dreams

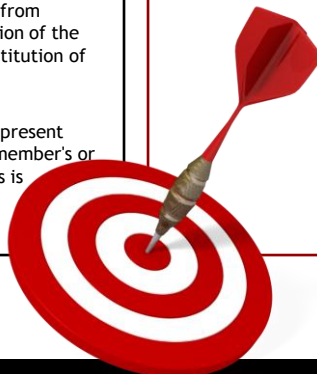
QUICK FACT: Rule 1-400 Advertising and Solicitation

A solicitation shall not be made by or on behalf of a member or law firm to a prospective client with whom the member or law firm has no family or prior professional relationship, unless the solicitation is protected from abridgment by the Constitution of the United States or by the Constitution of the State of California.

A solicitation to a former or present client in the discharge of a member's or law firm's professional duties is not prohibited.

HARD FACT

Perhaps the economy has hit you hard, maybe your revenues and BILLINGS are falling faster than you want to admit.



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Section Two

KNOW WHO YOU ARE



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Seven Sure Fire Ways To Build Your Practice

You are building or have built

- Be Your Own Consultant
- Clone Your Best Clients
- Ask or You Won't Receive (Referrals)
- Communicate and Systematize
- Get Paid as The Expert
- See Your Firm Through Your Clients Eyes
- Get the Media To Help



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Examine your growth and project your 2012 growth

Create a mission statement and a client promise

Understand what got you to this point.

Visualize yourself going to the next level.



How Has Your Practice Grown?



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Analyze what has MADE you the most money

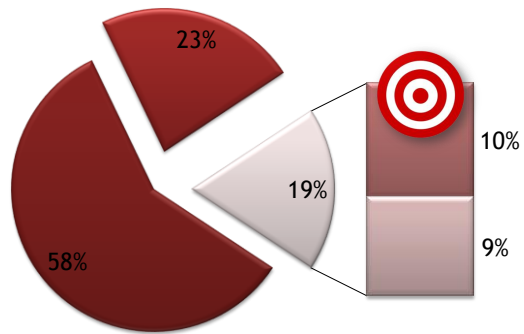
Add up your practice revenues to start with and organize them according to the general areas of law you have been doing.

Next do a SWOT analysis on yourself and your practice.

Find a niche that you want to grow and determine what knowledge you need to be the expert.



What Has Been Your Sweet Spot?



- Family Law
- Estates & Trusts
- Contracts
- Nonprofit



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Has Your Firm Been Able to Collect on All Billable Hours?

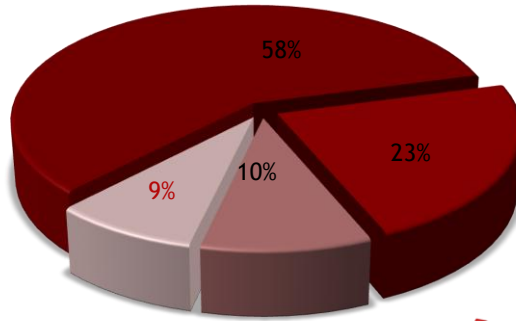
Sometimes certain types of practice lend themselves to higher billable hours

Maybe the business is seasonal in which case it is good to find other practices to concentrate on

How much of the work can be given to associates versus partner time

Some cases are more profitable than others

Billable Hours



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

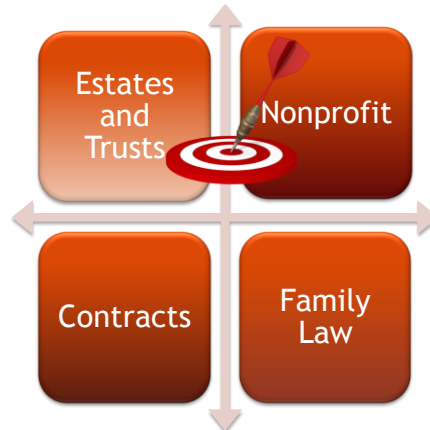


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Competitive Analysis will give you an idea of your possible success

1. How many firms in your geographical area are there?
2. How large are the firms by number of employees?
3. Where do you fit?

Understand Who is Your Competition?



Section Three

WHY DON'T THEY BUY


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Seven Reasons They Don't Become Clients

PROSPECT:

1. Doesn't Need or Want What You're Selling
2. Doesn't Understand What You're Selling
3. Doesn't Trust You
4. Doesn't Know Anything About you
5. Perceived Low Value
6. Don't feel you made them safe
7. Failure to ask for the Sale


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Section Four

FACTORS TO CONSIDER



Three Critical Factors To Consider



Go Where The Clients Are

Most professionals spend a lot of time in networking but seldom do they go where the clients are hanging out.

Partner with other firms who might want to hand-off your area of specialization.



Building Relationship First

Remember people don't buy from you when they first meet you. They want to know they can trust you and you have established a good reputation.

Ever hear of the old saying, "nobody ever got fired by hiring IBM"?

Ask your current clients for referrals and introductions.



Follow Up and Help

Where most people fall down is not having a systematic way of following up and refreshing the contact relationship periodically.

Offer to help out at an event or provide assistance to answer questions someone might have without obligation.



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Emphasize What Are Your Strengths

Your Competition

Visit their website and see
The competition says about themselves

Talk to others in the same practice
And see what they say are the competition's
Strengths and weaknesses are



Unique Selling Proposition

Capitalize on your strengths
Minimize the weaknesses

Are you lower overhead

Offer more executive attention

Be More responsive

Developing an elevator pitch
Is key to having the right idea
Communicated in the shortest
Time.

Build on the strengths



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How Best To Use Marketing to get awareness

To the surprise of many direct marketing gets the most votes used methods.

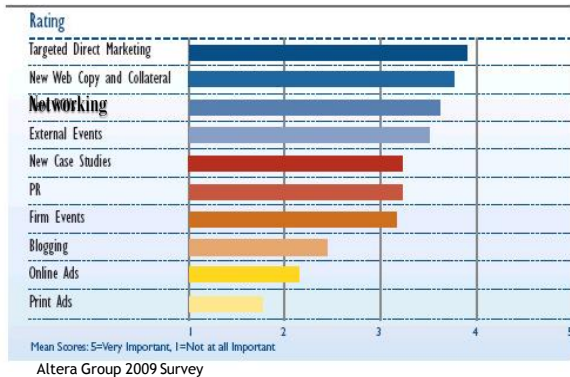
Website is where everyone comes to check you out, keep it fresh and offer something people can download

Some 2/3 visit a website to find the service they want

Networking is very important

External events, such as supporting a cause

Relative Importance of Marketing Vehicles
CURRENT IMPORTANCE



Section Five

MARKETING YOUR FIRM


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Does Advertising Work for Small Law Firms

Broad based advertising

- It doesn't get to the intended audience
- It is very expensive
- It requires a high degree of frequency

Social Media

- A survey turned up significant differences in how small firms (1-5 attorneys) use social media vs. how large firms market on social media networks.
- Small firms and solos rely much more on social media to generate leads (70 percent), while only 37 percent of large firms utilize social media networks for new business opportunities.


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Your Target Audiences

Marketing

1. Get your elevator pitch organized and rehearsed. Try it with some friends first
2. Plan your Networking events carefully
3. Contact attorneys who have adjacent practices
4. Have your handouts organized and printed to handout.
5. Get your website up to date and make sure everything on literature and business cards tie-together.
6. Develop a systematized way of handling your prospects and referrals

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Three Methods To Get Clients Involved

Email Marketing

It is cheap, flexible, personal and effective. On line newsletter provide a great way to keep you connected and build your expertise.

Website and Blogs

Two thirds of people coming to law firm's Web site looking for practical legal information
Demonstrates expertise
Demonstrates care.

Social Media

Use social media including, LinkedIn, Twitter, Facebook to get your message out.

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Where Do Leads Come From?

In-house counsel, CEO's, CFO's & VP's:

- 65% have gone online to locate outside legal counsel
- 38% search for legal services on the Web weekly
- 89% use search engines to find law firm Web sites
- 86% go directly to a law firm website
- 71% enter law firm websites through portals (Martindale, FindLaw.com, etc) (ComScore Media Metrix)



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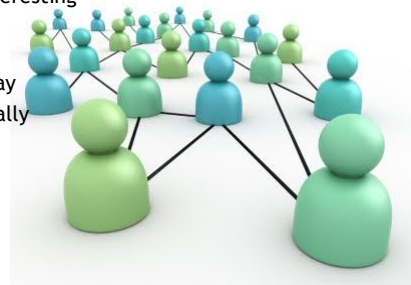
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Low Cost High Impact

Connect with your target audience

- **Articles for publications.** Contact a local newspaper or trade journal and write articles on specific areas of the law that have large interest.
- Speaking in front of groups or being part of panel can extend your expertise and invites immediate response from an interesting audience.
- Community involvement is a way of demonstrating you are a socially conscience individual.



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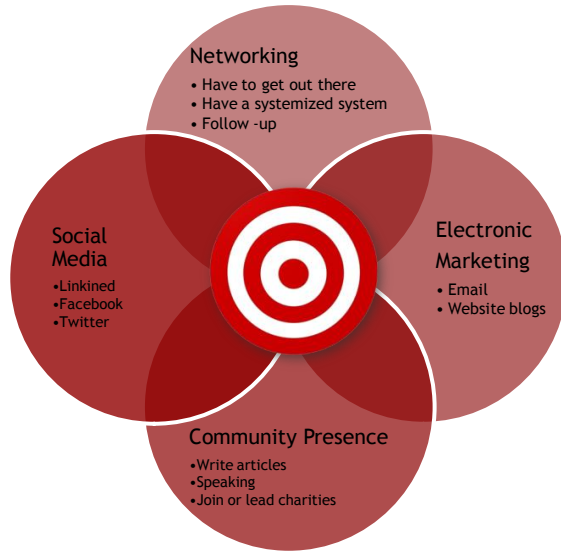
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Marketing Integration

This chart utilizes Smart Art which is feature in PowerPoint 2007. If you wish to make charts like this and don't have PPT 2007, we have provided the graphical elements to help you build this yourself.

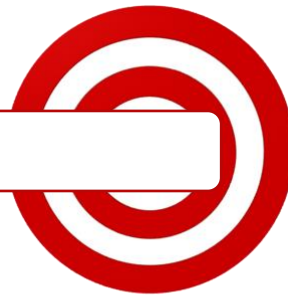
Here is the description of the chart. You may change or delete this text as you wish.



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Section Six

KEEPING CLIENTS



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5 Proven Methods to Keeping Clients

1. Promise only what you can keep
2. Be reliable and consistently good
3. Avoid giving customers the run around
4. Keep open lines of communication
5. Demonstrate appreciation - Don't ignore



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QUESTIONS



Thank You

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