

Ignore the Rainmaking Myths and Utilize 5 Tips to Becoming a Rainmaker

By Lisa Goldstein, Esq.

When I first meet lawyers who don't have a substantial book of business, they often tell me that they don't have time to commit to business development. I realize that because most law firm work is still being driven by the billable hour; time is a precious commodity that lawyers can not waste. However, it is extremely important to look at the big picture. In order for women to continue to earn powerful partnership roles within law firms, business development is critical to our success.

I frequently hear objections from lawyers who don't take an interest in business development. From the hundreds of lawyers who have attended my programs and become successful, I have found that the objections are not based upon fact, rather, they stem from a fear of failure. I have cited the most common rainmaking myths below. If you can overcome the five most common objections to beginning the process of business development, and you have the desire to put the time and effort into developing business, you can become a Rainmaker. Ignore the myths and follow these five tips to get started with your client development plan now.

Rainmaking Myth 1

Rainmakers Are Larger Than Life

I don't have the personality to develop business. Rainmakers are able to walk into a room, and engage the entire room.

Tip 1- Confidence in Your Abilities and Personality Strengths Are What Matters

Be true to your personality strengths. There are many different ways to connect with people and develop client relationships. The most important personality trait that rainmakers share is confidence. They are confident in their ability as lawyers, and they are confident in their ability to service their clients. Confidence conveys value to your potential clients.

Rainmaking Myth 2

Rainmakers "Pitch" Their Services

Tip 2- Ask Good Questions

Rainmaking is about connecting with individuals and solving their problems. The best way to uncover the needs of an organization is to connect with the buyers of legal

services on an individual basis. This is accomplished by asking potential clients good questions about their legal issues; and discovering their reasons for hiring lawyers.

Clients don't want to hear about where you went to law school, and how great your law firm is. They are interested in how your firm has solved problems for clients who share similar problems. You can't convey that information without first identifying the legal challenges your potential client is currently facing.

Rainmaking Myth 3

Rainmaking is like Billing, the More Hours I Put in, the More Successful I Will Be

Tip 3- Approach Your Business Strategically

In order to become a successful Rainmaker, you need to develop a focused and strategic plan. A lot of time spent flailing in the wrong direction will not allow you to reach your goals. Survey your existing clients and research legal and industry trends to find the type of organizations that you are best positioned to serve. Develop a focused plan to connect with individuals in those organizations. For example, if you are a labor and employment attorney and you find that many of your clients are in the transportation industry, join transportation industry associations, speak at industry conferences. Once you meet potential clients, demonstrate that you understand their legal issues, and their business challenges.

Rainmaking Myth 4

If I Become a Great lawyer, I Will be a Great Rainmaker

Tip 4- By Letting Clients, Potential Clients and Referral Sources Know How You Solve Your Clients' Issues Better and Differently Than Other Lawyers You Will be a Successful Rainmaker

I can't help but think of the old conundrum, if a tree falls in the forest and nobody sees it fall, did it really happen. If nobody knows what you do better and differently than other lawyers, you will be just another great lawyer. Promote your successes within your law firm, to clients and potential clients. Become comfortable touting your own horn.

Rainmaking Myth 5

All Lawyers Provide the Same Legal Service

Tip 5- *Be More than Just a Lawyer*

Unless the buyers of your legal services are corporate counsel, most individuals can not distinguish a good lawyer from a great lawyer. What they can distinguish is the service that they receive from their lawyers.

Don't assume you know how your client wants to conduct business. Go the extra mile at the outset. Discuss early case assessment, billing procedures, pricing, frequency and type of communication. Clients don't like to be surprised. They are wowed by lawyers who take personal responsibility for their success, and go the extra mile to solve legal problems, not lawyers who don't return phone calls.

Lisa Goldstein, Esquire is President of **RainmakerTrainers®**. **RainmakerTrainers®** helps lawyers accomplish their business development goals through strategic planning, business communication and marketing training.

Ms. Goldstein is a former defense litigator who left the traditional practice of law to utilize her marketing background in corporate America. She was the first DuPont Legal service provider to Chair the *DuPont Women Lawyer's Networking Committee*.

Since founding **RainmakerTrainers®**, hundreds of lawyers from major law firms have attended her programs on strategic business development. In addition, she has assisted law firms with strategic marketing, business planning, and business communication and business development strategies resulting in increased law firm revenues.

Ms. Goldstein's articles have been published in [The Philadelphia Lawyer](#), [The Pennsylvania Lawyer](#), [Law Office Administrator](#), [Philadelphia Bar Reporter](#), [The Legal Intelligencer](#), [Philadelphia Business Journal](#), [LOMAP Update](#) and [FindLaw](#).

Ms. Goldstein holds a B.S. in marketing from the Pennsylvania State University and a Juris Doctor from the Widener University School of Law. Ms. Goldstein is a member of the Philadelphia Bar Association, Brandeis Law Society, the Lawyers' Club of Philadelphia, the Union League, the Legal Marketing Association, Sales & Marketing Executives International, Sales & Marketing Bar Association Law Practice Management and Women Rainmakers Sections.

For more information regarding the author visit www.rainmakertrainers.com or contact her at lisa@rainmakertrainers.com, 215-919-5724.