



HOW TO BECOME A SUCCESSFUL RAINMAKER



THOUGHT MODEL

Overview: Game Theory



STRATEGIES

Game Theory



UNDERSTANDING WHY THEY BUY: Beyond your service to the client.



WHAT PROBLEMS DO YOU SOLVE?

So what? What is the benefit of that benefit?

So what? What is the benefit of that benefit on a personal and emotional level?



WHAT IS DISTINCT ABOUT YOU?

**What can you say about
yourself that no other
attorney can say?**





“WHAT IF I HAVE SELF-DOUBT?”

- Preplay _____
- Ask past clients

Principle of Expectation/odds

Five Paths of Getting Business

1. People who have done business with you
 2. People who know you
 3. Referrals
 4. People who have heard of you
 5. Cold Calls
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Higher Odds



Lower Odds





PUT YOURSELF IN THE PATH OF THOSE WHOM YOU SERVE SO THAT WHEN THEY HAVE A NEED, THEY THINK OF YOU.

WHAT IS THE “WATERCOOLER” OF YOUR INDUSTRY NICHE?

- Trade associations
- Alumni events
- Business networks such as Chambers of Commerce
- Networking groups such as Provisors and BNI
- Social Media: linkedin

WHAT “WATERCOOLER SPEAKING OPPORTUNITIES” EXIST FOR YOU?

- Annual conference: panel discussion
- Annual conference: breakout
- Monthly chapter meetings
- Virtual sessions



HOW CAN I PREPARE A SPEAKING SESSION?

- Premise: What is the problem you are solving? Tell a story
- Three Points with a story for each one
- Summarize with a story or a phrase that is mentioned in your first story.
- Practice with Rotary clubs or Toastmasters



REFERRAL STRATEGY

- Networking groups: Provisors, BNI
- Accountants
- Management Consultants
- Executive Coaches
- Vendors
- Publications
- Strategic Alliances



EFFECTIVE QUESTIONS DURING YOUR MEETING

- Situation
- Problem
- Implication
- Need



THE IMPLICATION QUADRANT

	Positive	Negative
Professional	What good things will result in your company if I can help you solve this problem?	What bad things will happen in your company if this problem goes unsolved, or gets worse?
Personal	How will that affect you personally?	How will that affect you personally?



COMMON TRAITS OF SUCCESSFUL RAINMAKERS

- They have a written plan
- They know who they are, what their value is, and why people buy
- They are effective at communicating this value
- They are effective at asking questions
- They know how to refer business to others
- They establish thought leadership on a regular basis
- They promote their expertise
 - Social media: frequent commenters and posters
 - Post past events on your bio page
- They are visible.
- They study rainmaking



RAINMAKING RESOURCES

The Rainmaking Podcast

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Thank You!

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