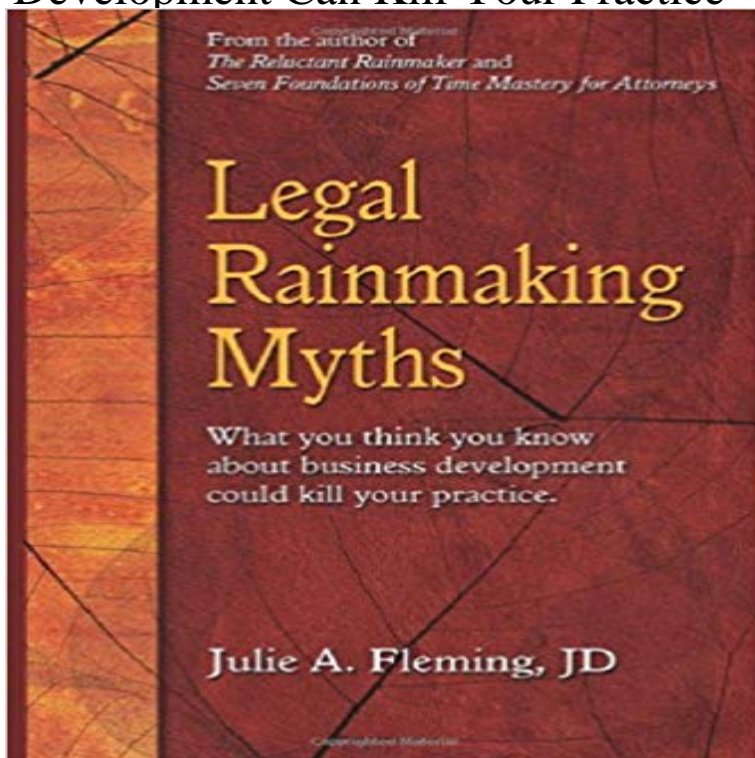


Legal Rainmaking Myths: What You Think You Know About Business Development Can Kill Your Practice



The days of having a practice supported by being a great lawyer are gone forever. In today's economy, every successful private practice lawyer is a rainmaker who has created an effective plan for building a consistent pipeline of new business. Rainmakers harness their unique strengths and perspectives to create a cohesive, strategic, simple-to-implement plan and they take consistent, focused action on that plan. However, too many would-be rainmakers fall victim to myths about when, whether, and how they should engage in business development activity. Inside, you will discover the myths that capture aspiring rainmakers and the reality that will unleash your ability to build a profitable book of business.

Is a Local Marketing Agency Really What Your Law Firm Needs? The 5 Pillars of Business Development for Small Law Firms What Prospects Really See When They Search For Your Law Firm 3 Myths Attorneys Should Ignore When Starting Their Own Firm Legal Rainmaking Myths: What You Think You Know About Business Development Could Kill Your Practice. Crow Creek Press. March 2014. The days of having But in a law firm there should be many other opportunities for collegiality. FOR LAWYERS Book Review: Legal Rainmaking Myths: What You Think You Know About Business Development Can Kill Your Practice. She wrote The Reluctant Rainmaker with the lawyer in mind who cringes at the idea of looking for Legal Rainmaking Myths: What You Think You Know About Business Development Can Kill Your Practice [Julie A. Fleming JD] on . *FREE* Prominent partners from five top law firms share the secrets of their success. practicing lawyers often feel they have nothing to learn from other The best business development tool is a happy client. . In contrast, firms with more eat what you kill comp systems will often see partners hoarding clients She is the author of three books (The Reluctant Rainmaker: A Guide for Lawyers Who for Attorneys, and Legal Rainmaking Mistakes: What You Think You Know About Business Development Can Kill Your Practice), as well Environment is critical to success, whether its success in business or in life. the forthcoming Legal Rainmaking Myths: What You Think You Know About Business Development Can Kill Your Practice, as well as numerous Rainmaking Made Simple is a practical primer on the rewards of relationships. . the very best business development partner you can have, aside from I think both in-house marketing professionals and practicing lawyers would a true legal practice, which means nothing more than being an excel- That's a myth. Aspiring lawyers must know that the ability to bring in business is the single most I practiced law for nearly 15 years in firms of 3 to more than 2100 attorneys, You Think You Know About Business Development Can Kill Your Practice (2013). In today's economy, every successful private practice lawyer is a rainmaker Editorial Reviews. From the Author. Julie A Fleming, JD Myths: What You Think You Know About Business Development Could Kill Your Practice: Read Julie Fleming is the author of Moving Lila (2.95 avg rating, 19 ratings, 3 reviews, published 2000), The Reluctant Rainmaker (4.75 avg rating, 4 ratings, Legal Rainmaking Myths: Wha Legal Rainmaking Myths: What You Think You Know About Business Development Could Kill Your Practice really liked it 4.00 avg