

The Reluctant Rainmaker

JD, Julie A. Fleming
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The Reluctant Rainmaker:

A Guide for Lawyers
Who Hate Selling

Julie A. Fleming, J.D.

Second Edition



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JD, Julie A. Fleming : The Reluctant Rainmaker before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reluctant Rainmaker:

11 of 12 people found the following review helpful. Good for the established attorney, not as good if you're starting your firm from scratchBy Kevin MUnfortunately, 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. 8 of 9 people found the following review helpful. Excellent Book for Reluctant Rainmakers - Highly Recommend By Courtney Kleshinski 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." 5 of 5 people found the following review helpful. Great book; poor editing for Kindle By GtrTim 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 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 consistently implements an effective plan for building a full pipeline of new business. Rainmakers harness their unique strengths and perspectives to create a cohesive, strategic, simple-to-implement plan and they take persistent, focused action on that plan. They create systems and habits to secure new work and serve their clients with excellence. Inside, you will find all the information you need to help you create a cohesive 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, all while still being able to look yourself in the mirror. The Reluctant Rainmaker is a practical guide for aspiring rainmakers at any stage of a legal career. Through illustrative stories and clear how-to directions, Fleming offers a guide that will take the plan out of business development and replace it with success. Don Hutcheson, Editor and Publisher of The Complete Lawyer