raising the bar

Individual Coaching for Business Development

10 Super Rainmaking Secrets Support
CURE Childhood Cancer

Posted by Robin Hensley on March 1, 2011

Brilliant legal briefs alone are not enough to build a successful law practice. You must also make it rain. Fortunately, rainmaking is a learned skill.

Super rainmaker John C. Yates, Chair of the Technology Practice at Morris, Manning & Martin, LLP has set down 10 secrets to super rainmaking in a new eBook that captures, in simple terms, exactly what it takes to make it rain - even when the economy seems to be working against you. I am pleased to be a part of this project with John, adding coaching points at the end of each chapter to give you practical, doable action steps that put John's strategies into practice.

Talking to the *Atlanta Business Chronicle* recently, John described *Super Rainmaking: 10 Secrets to Raising the Bar in Your Law Practice* this way.

"Over the years, I've collected a number of concepts, principles, lessons and never put them all down on paper in one place. To be able to present to others was the motivation for me to get them organized and really show that there was a consistent thread in the business development model that we've been using." Topics covered range from differentiating yourself from other attorneys to the business building power of reputation. John also presents ways to balance competing demands on your time while still meeting your business development goals. Take a look at the Table of Contents for a complete topics snapshot.

Uncertain if these secrets can work for you? Then you'll want to get right to Secret #10 and learn why John says, "Be optimistic...the odds are in your favor."

John and I are proud that the profits from the sale of this eBook will support CURE Childhood Cancer. Founded in 1975, CURE Childhood Cancer is a leader in acting on behalf of children and families to conquer childhood cancer through research, education and critical support of patients and their families. We appreciate your support of this important cause.

Priced at $29.95, you can order the book here.

Until next time,

Robin