

Mastering the Art of Developing Rainmakers **Getting Started**

In this program, you will watch assigned videos in the Lawyer BookBuilder program to learn proven business development techniques. You will coach your lawyers, and then join Mastermind sessions to share your progress, exchange ideas, and pick up best practices from your peers.

Here are some tools and suggestions to help you get the most from this process:

The Lawyer BookBuilder Program

You may share your login credentials with the lawyers you're coaching so they can review the material and come better prepared for your coaching sessions (this is optional if their time is limited).

- **Note 1:** Your lawyers can download and use the "Revenue Roadmap" worksheet from the Lawyer BookBuilder program, which is optional but will deepen their engagement.
- **Note 2:** Access is restricted only to you and the lawyers you're working with.
- **Note 3:** Your access will end once the 8-week program is completed.

Identify Your Lawyers' Revenue Potential

Click here to access our Return on Potential Calculator to help your lawyers focus on opportunities and build excitement for your coaching sessions.

The Process for Working with Your Lawyers

- Watch the assigned modules before each mastermind session (see the next section for assignments).
- Prepare coaching prompts in advance (you'll find suggested prompts in red text, but feel free to adapt or create your own).
- Meet with your lawyer(s) before the Mastermind session to discuss the assigned topics.
- If you can't meet them before the Mastermind session, be ready during the Mastermind session to share your personal takeaways from the modules and your planned actions.

Quick Coaching Tips

- Ask for small, specific action steps with short-term deadlines ("What's the soonest you can take that step?") so they build momentum and you have progress to report.
- Touch base 1–2 days before each Mastermind to check on progress.
- Use guilt & buy-in to encourage accountability. Let your lawyers know that following through will not only make your sessions more productive, but will also increase your chances of winning the \$2,500 RainMakeover prize!

Modules and Related Coaching Prompts for Each Mastermind Session

Below is the full schedule of which modules are assigned for each Mastermind session, along with suggested coaching prompts for when you coach your lawyers.

Mastermind 1: Lawyer BookBuilder Modules & Prompts – for Sept 10

- **Watch these videos and coach your lawyers before September 10th**
 - Intro - Overview and The Rainmaker Mindset
 - Module 1 - Building the Right Habits
 - Module 2 - Constructing a Customized Plan

- **Sample Coaching Prompts: Intro Video - Overview and The Rainmaker Mindset**
 - *“Why is it important to you to develop your book of business?”*
 - *“What are your personal business development obstacles?”*
 - *“What do you think you need to do to reduce or eliminate those obstacles?”*
 - *“What do you think it means to have the mindset of a rainmaker, and what can you do to attain that mindset more frequently?”*

- **Sample Coaching Prompts: Module 1 Video - Building the Right Habits**
 - *“How much time have you been investing business development, and how much time CAN/SHOULD you commit to it?”*
 - *“What guarantee systems do you have, or are planning to implement?”*
 - *“Who is serving as your Watcher(s), and what is the frequency and process?”*

- **Sample Coaching Prompts: Module 2 Video - Constructing a Customized Plan**
 - *“What are your business development strengths, and how will you utilize those strengths?”*
 - *“Share 1 - 2 of your business development goals and why you’ve chosen those as your goals.”*
 - *“What activities should you stop doing, and what should you be doing more of?”*
 - *“What kind of work, for what kind of clients, would you most prefer to do?”*
 - *“Which prospective clients, referral sources, or firm lawyers should you engage with, and what steps can you take toward engaging with them?”*
 - *“Explain how you organize your contacts for easy access and to communicate efficiently.”*

Mastermind 2: Lawyer BookBuilder Modules & Prompts – for Sept 24

- **Watch these videos and coach your lawyers before September 24th**
 - Module 3 - Crafting a Personal Brand
 - Module 5 - Delivering “Wow” Levels of Service

- **General Coaching Prompt**
 - *“How did it go acting on some of your prior commitments?”*

- **Sample Coaching Prompts: Module 3 Video - Crafting a Personal Brand**
 - *“What brand characteristics are important to you?”*
 - *“Which brand characteristics should you enhance and what can you do to enhance those impressions?”*
 - *“On a scale of 1 (it’s terrible) to 10 (it’s as good as it gets), how would you rate your bio as a tool that differentiates you and attracts interest from potential clients?” Does it tell a story that would attract the kind of work you want to do? Explain.*
 - *“If you met a prospective client at a networking event and they asked you to introduce yourself, what would you say?”*

- **Sample Coaching Prompts: Module 5 Video - Delivering “Wow” Levels of Service**
 - *“What do you do, or can do, to visibly demonstrate a higher level of service, both internally and externally?”*
 - *“How can you proactively reach out to clients and others to offer unexpected levels of serve/value? Who can you reach out to?”*
 - *“Does it make sense to reach out to a client to get feedback? If so, who would you contact and how will you prepare?”*

- **Universal Check-in Prompt**
 - *“How is it going with your “guarantee” systems? What systems are you using, do you have Watchers in place?”*

Mastermind 3: Lawyer BookBuilder Modules & Prompts – for Oct 8

- **Watch these videos and coach your lawyers before October 8th**
 - Module 4 - Growing Internal & External Networks
 - Module 8 - Mastering the Art of Cross-Selling

- **General Coaching Prompt**
 - *“How did it go acting on some of your prior commitments?”*

- **Sample Coaching Prompts: Module 4 Video - Growing Internal & External Networks**
 - *“Which network(s) should you develop (perhaps describe various networks as shown in the module), and what actions can you take to grow or deepen relationships in those networks?”*
 - *“Describe your best types of referral sources, and what are you doing, or plan to do, to attract more of them?”*
 - *“Which lawyers should you connect with more deeply in the firm, and what can you do to reach out to them?”*
 - *“How can you better organize your personal contacts?”*
 - *“What kinds of Amplifier(s) can you add to your marketing mix, and how can you get started implementing them?”*

- **Sample Coaching Prompts: Module 8 Video - Mastering the Art of Cross-Selling**
 - *“To get better known for the work you want to attract, can you give short presentations to other groups in the firm, and if so, which groups would they be?”*
 - *“What “gifts” of value can you offer to other firm clients to allow them to sample your services?”*
 - *“What cross-giving or cross-receiving opportunities can you identify, and how can you get that process started?”*

- **Universal Check-in Prompt**
 - *“How is it going with your “guarantee” systems? What systems are you using, do you have Watchers in place?”*

Mastermind 4: Lawyer BookBuilder Modules & Prompts – for Oct 22

- **Watch these videos and coach your lawyers before October 22nd**
 - Module 6 - Getting and Maximizing Meetings
 - Module 7 - Staying Top-of-Mind
 - Module 9 - Locking It In and Measures

- **General Coaching Prompt**
 - *“How did it go acting on some of your prior commitments?”*

- **Coaching Prompts Module 6 Video - Getting and Maximizing Meetings**
 - *“What approach can you use to get meetings with prospective clients or referral sources?”*
 - *“What objections have you faced, or do you anticipate facing, and how do you deal with them?”*
 - *“When you have a client development meeting, what type of follow-up or next step do you seek?”*

- **Sample Coaching Prompts Module 7 Video - Staying Top-of-Mind**
 - *“Which high-value people can you target and what approaches can you use?”*
 - *“Which groups (internal and external) should you be more visible in, and what approaches can you use to gain greater visibility?”*
 - *“How can you make yourself more “famous” to your targeted audiences?”*
 - *“Where can you repurpose existing marketing materials?”*

- **Sample Coaching Prompts Module 9 Video - Locking It In and Measures**
 - *“What business development approaches have been most effective for you?”*
 - *“Have you had any new work or opportunities come in based on applying any of the approaches from this process?”*
 - *“How can you measure your progress toward becoming a better rainmaker (other than billing and hours)?”*
 - *“What approaches will you use to “guarantee” you will consistently implement your business development activities for the rest of your career?”*