

Rainmaker Mastermind Office Hours #4 — Summary

Facilitator: David Freeman, J.D.

Session: Final meeting in the series; open Q&A focused on practical business development for associates and partners.

Purpose: Share effective approaches for networking, initiating warm conversations, and enabling cross-selling across the firm.

Core Themes & Takeaways

Warm leads via personal networks: Associates often hesitate to approach friends or family. Reframe early outreach as value-first—share useful insights, invite them to speak, or interview them for an article—so the conversation begins with generosity rather than a request. (Contributors: Emmad Awaad, Lauryn N. Dultz, David Freeman)

Peer-to-peer networking works: Purpose-built events that require personal invitations and on-site introductions create a low-pressure way for younger lawyers to practice outreach; mid-career attorneys also benefit. (Example: “Networking Madness.” Contributor: Kaley Green)

Client communities, not firm monologues: Hosting roundtables where clients learn from one another builds credibility by association and widens relationship webs. (Contributors: Marie Caylor, David Freeman)

Association strategy: Curate next-gen groups, push relevant opportunities directly to associates, and even create subgroups within existing organizations. Model the discovery process live (e.g., screen-share searches) so lawyers learn how to find the right rooms. (Contributors: Kaley Green, Alex Yoder, David Freeman)

Start small, systematize early: Emphasize “small bites,” consistent touchpoints, and building a contact list/CRM from day one so relationships compound over time. (Contributors: Octavia S. Litvinov, David Freeman)

Practical Tactics Discussed

“Give first” offers: Create a menu of credibility-building gifts—speaking slots, interviews, quick document reviews, or in-house trainings—before pitching legal work. (Contributors: Lauryn N. Dultz, David Freeman)

Buddy system at events: Attend with a colleague or trusted contact, plan cross-introductions, and prepare two concise brag points and the typical “gifts” each lawyer can offer. (Contributors: Anna-Lesa Calvert, Lisa Jones, David Freeman)

Conversation mechanics: Arrive with three to five open questions; use a crescent (not closed circle) stance to invite others in and enable graceful exits. (Contributors: Anna-Lesa Calvert, David Freeman)

Coaching cadence: Put recurring BD check-ins on calendars and end meetings by scheduling the next micro-deadline—e.g., identify the earliest available 30-minute slot to complete a task. (Contributors: Kaley Green, David Freeman)

Done-for-you drafting: Pre-draft personalized outreach so lawyers can “open, review, send,” focusing on a short list of high-priority invitees to keep quality high. (Contributor: Marie Caylor)

Cross-selling activation: Use lateral-partner panels to surface how they spot internal opportunities (e.g., scanning new-matter reports). Add a short individual worksheet to identify one expansion angle per key client, and consider compiling a firmwide “gift basket” of free value offers. (Contributors: Kaley Green, David Freeman)

Obstacles & How Teams Overcame Them

Perceived lack of time: Solve with scheduled micro-cadence and a split of labor—BD staff sources opportunities while the lawyer approves or tailors the pitch. (Contributors: Kaley Green)

Low confidence and blank-page syndrome: Provide templates, concrete client questions, and ask presenters to focus on one or two signature topics so messages stick. (Contributors: Marie Caylor, David Freeman)

Maintaining visibility and momentum: Track and publicize micro-wins (network growth, meetings set). Use an internal “Big Wins” memo issued from leadership to spur friendly competition and support awards/Chambers submissions. (Contributors: Emmad Awaad, David Freeman)

What Top Rainmakers Do (Models to Borrow)

Bridge platforms: Speak well, seed memorable hooks, and connect talks to consistent LinkedIn activity—even without being an “influencer.” (Contributor: Alex Yoder)

Keep the personal touch: Send handwritten thank-you notes and constantly connect helpful dots for others, which deepens trust over time. (Contributor: Lisa Jones)

Read the room: Scan for personal cues and involve families where appropriate. (Contributor: Emmad Awaad)

Sell with stories: Favor case stories over sterile case studies to make outcomes relatable and memorable. (Contributors: Kaley Green, David Freeman)

Program Close & Next Steps

David and Kristo will solicit feedback on rerunning the series in a similar format and remains available to support participants. Sponsors acknowledged: Calibrate, Introhive, and Poston.