

RainMakeover Success Stories Form

Your Name and Title: Rachel Colo, Business Development Coordinator

Your Firm's Name: Stradling

Your Lawyer's Success Stories:



My attorney confronted the challenge of elevating every aspect of his business development approach. Although technically strong, he recognized that his existing habits were limiting his ability to build deeper relationships and consistently generate new opportunities. The turning point came when he realized that sustainable growth isn't about pitching or selling services—it is about building trust, demonstrating value, and staying top of mind with the people who matter most. His goal was to be seen as a trusted advisor, not a commodity, and to develop long-term, trust-based client relationships.

Together, we engaged with the Lawyer BookBuilder program, which provided practical ideas, structure, and specific tactics that helped him translate these insights into consistent behaviors. One of the earliest opportunities was redefining and clarifying his personal brand. Through focused coaching, he identified the differentiators that set him apart: responsiveness, creativity, practical problem-solving, and the ability to simplify complex issues while meeting clients where they are. He rewrote his bio and LinkedIn profile to highlight impact, results, industry knowledge, and related experience, using storytelling to make his background relatable and memorable. This clarity made his strengths more visible and referable inside and outside the firm.

A major driver of his transformation was adopting a “WOW Service” mindset. He committed to extraordinary responsiveness, proactive communication, and consistent follow-through. He set a goal to respond to client inquiries within an hour, initiated one-on-one check-ins with current and prospective clients, and regularly invited them to firm events and sponsored gatherings. These relationship-first habits elevated the client experience and distinguished him from competitors.

He also improved the quality and purposefulness of his meetings. Every interaction now has a clear purpose and a meaningful next step—whether scheduling a follow-up, making an introduction, or exploring a potential opportunity. Before meetings, he prepared insights and questions to better understand client needs, ensuring every conversation delivered value.

Another challenge he addressed was staying visible in a crowded market. To stay top of mind, he built a rhythm of outreach that included personalized quarterly check-ins, sharing thought leadership, and

maintaining an active LinkedIn presence. He created a system to track key relationships to ensure no important contact went cold.

Internally, he became a connector by meeting regularly with partners across practice groups to learn their focus areas and identify shared opportunities. Externally, he expanded his presence in target industries by attending events and asking partners for introductions to prospective clients. This proactive approach led to new contacts, new matters, and increased visibility.

One of his most measurable areas of success was cross-serving. Rather than waiting for opportunities, he intentionally looked for ways clients could benefit from additional services and made multiple successful introductions to other practice areas. This strengthened client relationships, improved retention, and generated new revenue for the firm.

Through intentional branding, thoughtful service, consistent outreach, and a proactive mindset, this attorney transformed from a capable practitioner into a trusted business advisor—one who is not only growing his own practice but contributing meaningfully to the firm's broader success.