

# Can You Learn How To Be A Rainmaker?

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The image is well-ingrained in the folklore of professional services marketing: a gifted individual manages to bring in new business on a regular basis, seemingly “making rain” at will for the firm by fulfilling its needs for billable work. Certainly this person is graced with natural abilities beyond those of the “mortal” professional, all in the firm must believe, since no one can figure out how he/she does it!

## The Rainmaker: Myth vs. Reality

Yet is this perception backed by fact? In part, “yes.” Certain individuals naturally have an engaging personality and many traits that help them to be successful in selling situations. However, in working with thousands of professionals over the least 20+ years, I have found that those who do not have these natural assets can also be successful in bringing in business, given certain key factors.

So, “yes”, you can be a rainmaker if you are well-trained, sufficiently motivated, effectively target your market, consistently market, etc. Of course, it is not as simple as it sounds but be encouraged that all rainmakers aren’t created that way.

At **Kevin Brown Marketing & Consulting**, we have been training and coaching professionals on business development techniques since 1991. Our programs include:

- *Personal Marketing Plans*
- *Practice Development Training Workshops*
- *Individual Coaching Sessions*
- *Accountability & Tracking Systems*
- *Collateral Materials*
- *Public Relations*
- *Seminar and Speech Management*
- *Advertising*

## Rainmaking Approaches

Another key fact to know about rainmakers is that they don’t all “make rain” the same way. Yet there are some approaches that are more common than others. What are some of the typical rainmaker tools?

**1. Networking:** Rainmakers take the time to get out and mix with key organizations.

**2. Relationship Building:** Rainmakers develop the right relationships, those that are productive.

**3. Personal Selling:** Rainmakers recognize the value of being effective in selling skills. They don’t take any aspect of these skill sets for granted.

**4. Collateral Materials:** Rainmakers recognize the importance of “*Brown’s Rule of Image Building*”: Always maintain the same high quality in your image materials as is in your firm’s rendering of services. This includes printed and web materials.

**5. Speaking Skills:** Rainmakers often get training on presentation skills that will generate business. They also don’t do speeches in front of the wrong groups.

**6. Seminar Details:** Rainmakers have had enough experience to know that details make or break seminars, so they hire a professional to get it done right.

**7. Client marketing:** Rainmakers don’t always look for the pot of gold at the end of the prospective client rainbow; they recognize that it may be hidden in a current client list.

Good training, sound fundamentals, and effective implementation of any marketing tool are key elements for rainmakers-in-training. Take advantage of the resources available to make your own rain clouds!

## About the Author

Kevin W. Brown, M.B.A. is president of **Kevin Brown Marketing & Consulting**. Founded in 1991, the firm is known as “*The Specialists in Law Firm Marketing™*”. He is recognized nationally expert in the field a frequent speaker, and has published over 100 articles. Contact Mr. Brown with your questions at ph. 714-965-1556 or e-mail: kb@KevinBrownMarketing.com. For further information, see [www.KEVINBROWNMARKETING.COM](http://www.KEVINBROWNMARKETING.COM).



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