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## WELCOME

I hope you are all enjoying a wonderful holiday Season. As usual this time of the year, I'm re-publishing my annual holiday issue. I hope you enjoy it and put some of the tips into action. Next month look for a brand new article.

## ARTICLES

### **BUSINESS DEVELOPMENT FOR THE HOLIDAYS**

The holidays are the perfect time to connect with clients and contacts. Whether you are sending holiday cards, attending a festive open house, or sharing some quality one-on-one time with top clients, don't let the year end without letting the people in your network know that you appreciate them. The following are some concrete ways to do just that.

**Holiday Cards.** Take some time to review the people on your holiday card list. Review the list to ensure it is up-to-date, adding and deleting names as necessary, and double checking addresses. Be sure to personally sign each card, even if the cards are imprinted with your company's name. Also, add a personal message on each card. Let your contacts know you are sending this card because you value them, not just because 'tis the season to do so. A personal message has the added benefit of separating your card from the dozens your contact will likely receive.

**Gifts.** Many people like to send holiday gifts to their top clients and referral sources. If this is something you wish to do, make sure the gift is personalized to the recipient. In other words, don't just send a generic gift basket or oversized bar of chocolate emblazoned with your company's logo. A bottle of fine wine for the client who is a wine enthusiast, or a coffee table book on a subject of passionate interest to your top referral source will mean much more than a crystal candy dish engraved with the firm's name.

**Company Holiday Party.** This is a great opportunity to spend quality time with coworkers. The setting is festive and it may be a good time to get to know others in your company with whom you usually don't interact. You can also give thanks to those who have supported, encouraged and helped you during the year. Treat spouses who attend the party as individuals in their own right and not just as the spouse of your co-worker. Remember, most spouses today work and are involved in the community. There may be great networking possibilities here!

**Lunches and Other Get Togethers.** When you are reviewing your contact list with an eye toward holiday cards and gifts, take note of those individuals with whom you would like to spend time over the holiday season. Invite your

top clients, referral sources and other contacts to share a meal or holiday cocktail. Attend as many open houses and holiday parties as you can and practice your power networking skills – adding value and serving as a resource to those you meet. This will extend holiday goodwill well into the New Year and provide lots of follow-up opportunities.

**Enjoy.** Above all, think of the holiday season as a great time to reconnect with clients and contacts as well as to meet new people to add to your network. Add a personal message and signature to your holiday cards and take the time to purchase gifts that are personalized to the recipients. You will be glad you took time to celebrate the holidays with those in your network and thank them for all they've done for you during the year.

## **NEWS & ANNOUNCEMENTS**

**Assessments.** Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Rainmaker Strategies offers the following assessments:

**DiSC Personality Profile** - The DiSC Assessment indicates one's personal communication and behavioral style. It identifies strengths and challenges and makes clear recommendations for increasing overall effectiveness and ability to communicate with others.

**Time Mastery** - The Time Mastery Profile provides an assessment of one's current time management effectiveness and clearly pinpoints the specific actions that will most profoundly impact productivity and effectiveness.

**360 Feedback** – 360 Feedback is a method and a tool that provides each employee the opportunity to receive performance feedback from his or her supervisor, peers, direct reports, and customers in addition to the employee's self assessment. A development plan can be created from the results, allowing the participant a clear path to leverage strengths and develop areas of opportunity.

Contact me at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) to find Out whether assessments are right for you and your business.

### **Making Rain Out of Mist Program.**

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) or go to my web site at [www.rainmaker-strategies.com](http://www.rainmaker-strategies.com) and click on the Products link.

**Booklet Information.** To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at

www.rainmaker-strategies.com or send me an email at Barbara@Rainmaker-Strategies.com and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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