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## WELCOME

Some of you know that I have a passion for fitness. When not working, I can often be found working out at the gym. What fewer people know is that I will be competing in my first ever figure competition in September. I'm so excited! I've been working with a fantastic trainer who specializes in working with figure competitors (talk about a niche market!) and am working really hard - eating clean, doing lots of cardio and lifting those weights. For those of you unfamiliar with the sport, figure competing is similar to bodybuilding, without the steroids, and with a softer, more feminine result.

Working toward a goal like a figure competition takes lots of dedication and discipline. Not unlike marketing. :o) Those who are successful at marketing spend time everyday doing some type of marketing activity. Read on for this month's article on marketing activities that you can incorporate into your weekly schedule.

## ARTICLES

### A MARKETING CHECKLIST

The vast majority of your marketing time, a good 80%, should be spent on active marketing strategies, such as building relationships. Here are some activities to assist in that regard:

- Contact your existing clients at least weekly
- Call or visit your referral sources
- Follow up with potential clients (more than once if needed!)
- Conduct a client satisfaction interview
- Research target clients and think of ways you can help them solve their problems
- Involve your secretary in researching target clients and other marketing endeavors
- Build relationships with others in your firm. Think of ways to cross-market each other
- Develop a strategic alliance with a referral source
- Take a contact to breakfast, lunch or dinner
- Take a contact to a sporting or theatre event
- Send articles of interest to clients and others in your network
- Thank your referral sources with cards and gifts as appropriate
- Invite clients or referral sources to attend a seminar with you
- Join and get active in organizations that you enjoy and are important to your target clients
- Update your mailing list

The remaining 20% of your marketing time should be spent on gaining visibility and building your reputation. Try these activities on for size:

\_\_\_ Join a group that supports your specialty

\_\_\_ Write an article, newsletter or update to send to clients on matters that are important to them

\_\_\_ Read business publications to understand what's going on in your clients' world

\_\_\_ Keep your resume updated with current representative matters

\_\_\_ Get speaking engagements to your target market on your area of expertise

\_\_\_ Contact reporters/editors of various publications to cultivate a relationship. They might use you as an expert resource or use your ideas for an article in which they feature you!

\_\_\_ Byline articles and submit to publications read by your target market

\_\_\_ Issue press releases about recent accomplishments and client wins

\_\_\_ Include information about your wins and accomplishments on your web site

\_\_\_ Research client industry conferences and ask to be a speaker

\_\_\_ Craft a 10 second self introduction that is compelling

\_\_\_ Network when you attend networking events! Determine how you can serve as a resource to those you meet.

## **NEWS & ANNOUNCEMENTS**

### **Speaking Engagements.**

July 11 – Financial Executives Networking Group  
“Building Relationships That Bring Business”

July 13 – Private Firm  
“Building Relationships That Bring Business”

July 19 – Private Company  
“The Value of Volunteering”

July 26 – Private Firm  
“Six Steps to Making it Rain”

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](http://www.rainmaker-strategies.com) or send me an email at [Barbara@Rainmaker-Strategies.com](mailto: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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If you've enjoyed this article and learned a valuable business-building tip, please feel free to forward this newsletter to your friends and colleagues.

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