



Monday, May 22 @6pm - Session 1: The Business of Law

- What is a Rainmaker?
- Who is the Reluctant Rainmaker?
- 7 Habits of Effective Rainmakers
- A Law Firm is a Business
- The Importance of the Small Business Boot Camp
- Business of Law: Audio

Assignment: The Reluctant Rainmaker Marketing Development Plan – Due Monday, June 26, 2017 @6pm

Monday, June 5 @6pm - Session 2: Breakthrough Marketing Solutions: The 8Rs of Client Relationship Marketing
Defining Marketing and its Importance

- 4Rs: Revitalization, Retention, Reacquisition and Referrals

Monday, June 12 @6pm - Session 3: Breakthrough Marketing Solutions: The 8Rs of Client Relationship Marketing

- 4Rs: Regeneration, Rainmaking, Related Sales and Reputation Building
- Develop Your Law Firm Marketing Plan: Webinar
- Rainmaker Tips to Grow Your Law Firm

Monday, June 19 @6pm - Session 4: The Internet as a Rainmaking Tool

- How to Make the Most of Technology in Your Practice
- Being An Attorney on Social Media and Tools to Grow Your Law Practice
- An Introduction to 4Legalleads.com

Saturday, June 26 @6pm - Session 5: Countdown to Success – Make It Rain

- Presentation of Students' Marketing Plans
- How to Transform Your Marketing Plan Into Profits
- Introduction to the Notary Public Training Program

Suggested book for class and professional development:

The Rainmaker's Toolkit – Powerful Strategies for Finding, Keeping and Growing Profitable Clients by Harry Mills