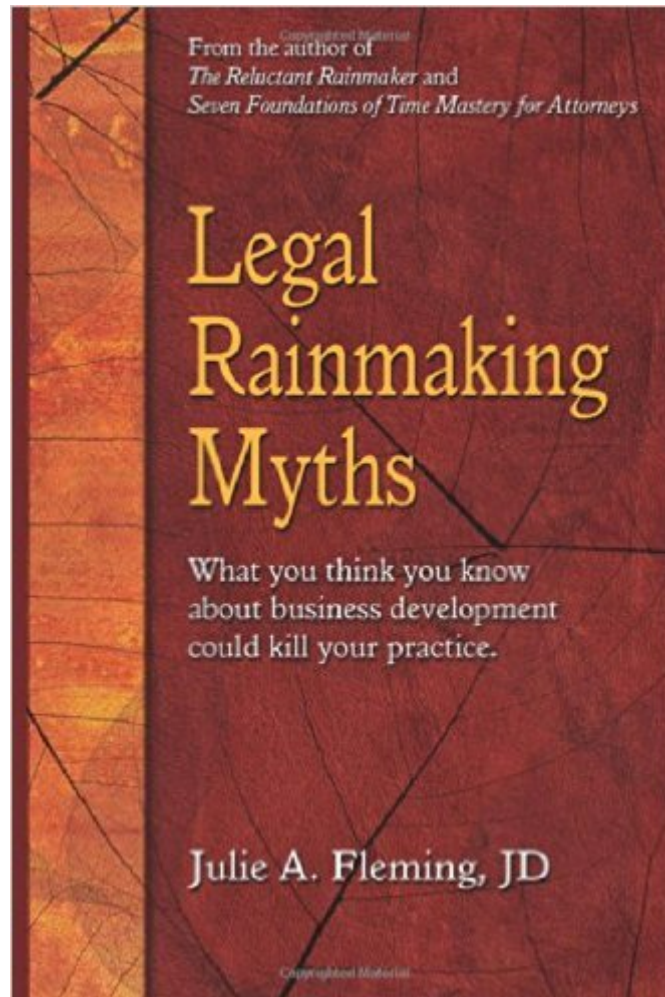


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# Legal Rainmaking Myths: What You Think You Know About Business Development Can Kill Your Practice



## Synopsis

The days of having a practice supported by being a "great lawyer" are gone forever. In today's economy, every successful private practice lawyer is a rainmaker who has created an effective plan for building a consistent pipeline of new business. Rainmakers harness their unique strengths and perspectives to create a cohesive, strategic, simple-to-implement plan and they take consistent, focused action on that plan. However, too many would-be rainmakers fall victim to myths about when, whether, and how they should engage in business development activity. Inside, you will discover the myths that capture aspiring rainmakers and the reality that will unleash your ability to build a profitable book of business.

## Book Information

Paperback: 162 pages

Publisher: Crow Creek Press, a Division of Life at the Bar LLC (May 28, 2014)

Language: English

ISBN-10: 0991125126

ISBN-13: 978-0991125128

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 10.7 ounces (View shipping rates and policies)

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Practice > Law Office Marketing & Advertising #248 in Books > Law > Law Practice > Law Office Education

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