



Maybe you went to law school because you wanted to avoid any aspect of sales. Maybe you're even in the "I was told there'd be no math" set. Now that you're actually practicing law, you need to think of your profession as the revenue-driven business it is.

This book marks the 30th anniversary of the American Bar Association (ABA) Women Rainmakers, a group formed in recognition of a simple truth: every lawyer needs to market. ABA Women Rainmakers is a unique group within the ABA Law Practice Division (LP). LP recognizes technology, management, finance, and marketing as the four prongs of successful law practice management.

The American Marketing Association defines "marketing" as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Marketing isn't sales. Marketing appeals to the many. Marketing is what generates inquiries. Marketing is content, not a sales pitch. Once someone has responded to your marketing, your communication is directed to that individual; that is sales.

Successful lawyers recognize they are marketing every day—themselves, their skills, their points of view. A lawyer's book of business represents freedom: the freedom to manage one's own practice, the freedom bestowed by financial security, and the freedom to leave one's current situation for another. Shareholders and partners are expected to maintain a book of business, or they may be asked to leave. Other attorneys will climb the law firm ladder faster if they can demonstrate an ability to be self-supporting and contribute to firm profits. Even in-house, public interest, and government lawyers must

market within their organizations. Some of the tips in this book will work for every practice setting, some are more suited to smaller communities, and some will work in large population hubs.

The Women Rainmakers' Best Marketing Tips Book

The first edition of *Women Rainmakers' Best Marketing Tips* was published in 1994. That was a world away from today's tech environment. The 2020 coronavirus pandemic has accelerated the shift to virtual communication. Now, most marketing is digital. And yet, many lawyers cater to client bases with limited Internet access. Legacy advertising, face-to-face contact, and good customer service retain their places in a comprehensive marketing plan. Therefore, chapters comprise both digital and non-digital solutions.

The book is a collection of tips from real women rainmakers. Italicized tips are in the original words of members of the ABA Women Rainmakers Committee. The first two chapters concentrate on foundational considerations, namely defining yourself and your practice. Chapter 3 addresses the very first things you should do (spoiler alert: this chapter talks about your website). Subsequent chapters cover various types of marketing activities, culminating in Chapter 10, "Your Law Practice as Marketing Tool," and, finally, Chapter 11, "Asking for Business."

Chapter headings and content organization are somewhat arbitrary. For example, the section on blogging appears in Chapter 7 on writing and speaking, but many lawyers consider blogging part of social media, discussed in Chapter 4. Like boilerplate language in a contract, the headings do not control or limit the content of the chapter. Feel free to read chapters out of order. Don't hesitate to use the index to skip to the subject you want to work on that day.

The suggestions in this book are offered on the RAM principle: reject, accept, or modify. Some suggestions may not be appropriate for you, and these you will reject. Others will fit your personal style, and these you will accept. Another group will not be exactly right, but the tips will work once you modify them. Think of these tips as a sort of Las Vegas buffet, where you can consume a lot of what you like, but you don't have to take the beets if you

don't like them. It may not even be a good idea to partake of everything on offer; there's only so much room on your plate.

Mentions of websites, products, and services are not endorsements. New offerings come on the market daily. References to a type of product or service are not exhaustive and may not be current. No company has paid any compensation to be mentioned in this book.

Not every tip is appropriate for every lawyer. Indeed, some tips are contradictory. Real contributions from real lawyers include the mistakes as well as the successes. By selectively using the RAM principle, you will find the techniques that create rain for your law practice.