



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

Julie A. Fleming JD

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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.

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