

# The Reluctant Rainmaker



Session 2:

**Breakthrough Marketing Solutions: The 8Rs  
of Client Relationship Marketing (Part 1)**

# Today's Topics

- What is Marketing and its Importance
- 4Rs: Revitalization, Retention, Reacquisition and Referrals
- Rainmaker Tips to Grow Your Law Firm

# What is Marketing?

CUSTOMER  
ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET



# The Heart



# 4Rs

- Revitalization
- Retention
- Reacquisition
- Referrals

# Food for Thought

**"EVERYONE  
IS NOT  
YOUR  
CUSTOMER."**

**SETH GODIN**

# Food for Thought

**EVERY  
THING**  
— IS —  
*marketing*

