

The Reluctant Rainmaker



Session 3:

**Breakthrough Marketing Solutions: The 8Rs
of Client Relationship Marketing (Part 2)**

Today's Topics

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

Client Relationship Marketing

Relationship marketing is a customer relationship management strategy designed to encourage strong, lasting customer connections to a brand. The goal is to generate repeat sales, encourage word-of-mouth promotion and gather customer information.

Client Attorney Relationship



"Can we talk about our attorney-client relationship?"

CN
COLLECTION

4Rs

- Regeneration
- Rainmaking
- Related Sales
- Reputation Building

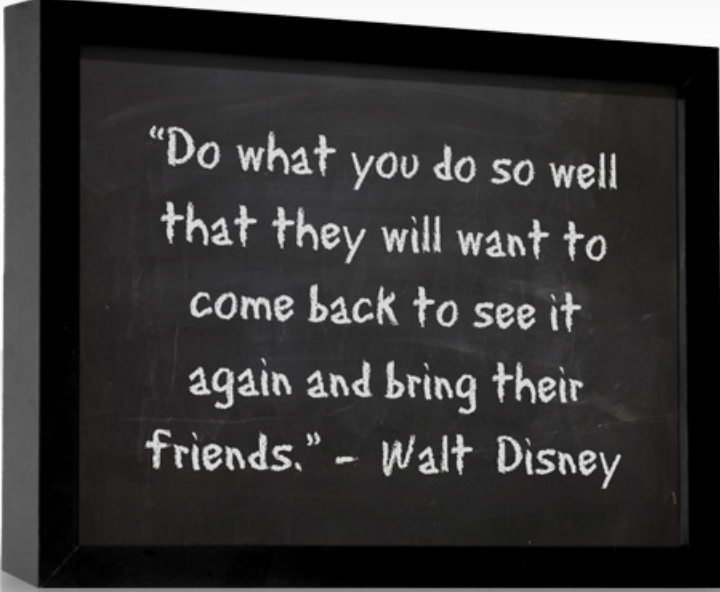
Food for Thought



"Can we talk about our attorney-client relationship?"

McGraw-Hill
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Food for Thought

A blackboard with a black frame, tilted slightly to the right. The text is written in white chalk. The quote is: "Do what you do so well that they will want to come back to see it again and bring their friends." - Walt Disney.

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