



Attorney Coaching : Creating the Next Generation of Rainmakers

Resources

- Why You Should Start a Client Development Program in Your Firm
- Coaching Client Development : Choose Most Motivated Lawyers
- Top 13 Things for a Client Development Coach and Teacher to Do

Main Topic

Why have a coaching program?

Lawyers unique?

Which lawyers?

- What level?
- What attributes?
- Groups?

How to structure a program?

- How long should it run?
- Length of sessions?

Topics discussed in a session?

- How market changed?
- Writing/blogging
- Speaking
- Raising visibility
- How to ask for business
- What clients want
- Expanding relationships
- Follow info & sharing with clients
- Parties
- Running club
- Networking

Repurposing

- Workshops
- Guides

Turn last project into client development tool
Everything billable, how do I share with others?

90 day goals

- Establish
- Journal/report
- Very specific for each person
- To yourself
- To group
- Accountability is key