

# THE RAINMAKER INSTITUTE

## Rainmaker Referral Development Program

For most attorneys, referrals are a critical part of their practice development strategy.

However, a continuous flow of new referrals remains an elusive goal for most small law firms. Attorneys cite a lack of time as one of the major obstacles to connecting with potential referral sources on a regular basis. As a result, most attorneys are left at the mercy of “random referrals.”

**The goal of the Rainmaker Referral Development Program is to move attorneys from relying on “random referrals” to creating a referral-based system that generates dozens of new, highly qualified clients from dozens of different professionals.**

The Rainmaker Referral Development Program is specifically designed to help time-starved lawyers in small law firms and in solo practice meet with qualified referral sources on a regular basis, thus significantly increasing their chances of obtaining a regular stream of qualified referrals.

**Based on our experience, legal referrals generally come from 5 major categories:**

- Bar Associations and Online Legal Referral Services
- Family, Friends, Coworkers, and Colleagues
- Current and Former Clients
- Other Attorneys in Different Practice Areas
- Strategic Referral Partners (non-attorney professionals)

The Rainmaker Referral Development Program focuses on the last two categories, attorneys in non-competing practice areas and non-attorney professionals, which are also responsible for a large percentage of referrals for many attorneys.

**Here is how the program works.**

- Step 1.** We meet with the attorney to discuss their ideal client and to determine the practice areas and professions that are most likely to be a good source of referrals for them. For example, Accountants, CPAs and Certified Financial Planners can be a great source of referrals for lawyers who practice business law, estate planning, litigation, and real estate.
- Step 2.** We will build a custom database for the law firm with 200 to 300 individuals from those identified practice areas and professions within the attorney’s geographical area.
- Step 3.** We will help the attorney craft a letter of introduction to the potential referral partners. The letter will introduce the attorney and their practice area and then state they would like to get together with the potential referral source to build a relationship with them and determine if

there is the potential for cross referrals. The attorney will then send out the letters on a pre-determined schedule, generally 10 to 20 per week.

- Step 4.** We will call each potential referral source on behalf of the attorney up to 3 times to determine their level of interest in meeting with the attorney face to face. If they are interested, we will work with them to set up a day and time for them to get together with the attorney.
- Step 5.** We will send the attorney a list of questions to ask the potential referral sources to assist in determining goodness of fit and to educate the sources about what a good client looks like for the attorney.
- Step 6.** After the face to face meeting with the attorney and the referral source, we will follow up with the attorney to see how it went and if there is any potential for cross referrals. We will also help the attorney craft a thank you letter and email that can be sent on their behalf immediately after the meeting.
- Step 7.** We will brainstorm with the attorney for ideas on how to stay connected with their growing network of referral sources on a monthly basis.
- Step 8.** We will provide a monthly status report detailing: how many professionals have been called, who has been called, how many appointments have been set, how many follow up calls have been made and how many referrals have resulted from our efforts.

As you can easily see, the Rainmaker Referral Development Program is a comprehensive, step-by-step approach that answers the age-old question, how can attorneys create a referral-based practice.

**Attorneys are already seeing results from this program. Here are some recent results:**

- 7 meetings set with potential referral sources for a litigation attorney in the first 4 hours of calling
- 12 face to face meetings with potential referral partners for a family lawyer in the 1st day of calling
- 10 meetings for an estate planning attorney in the first 2 days of calling
- 8 meetings for a business litigator in the first 2 days of calling
- 15 appointments set with potential referral sources for a business attorney
- A family lawyer landed 3 new clients worth \$30,000 in retainers in the first 30 days of the program.
- The business litigation attorney landed a new client after just the first 5 meetings.
- “Thanks to this program my practice has gone from 0 to 60mph in 60 days. Amazing!” J. Gardner

**Here is your investment:**

- One-Time Initial Set Up Fee of \$\_\_\_\_\_. This covers Steps 1 through 3.
- Monthly Investment of \$\_\_\_\_\_. This covers Steps 4 through 8.

**CALL US TODAY AT 888-588-5891 TO GET STARTED BUILDING YOUR REFERRAL NETWORK.**