

The Reluctant Rainmaker: A Guide For Lawyers Who Hate Selling

Julie A. Fleming JD



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The reluctant rainmaker is one who understands how important it is to be able to bring in clients, but does not care for the idea of business development, viewing it as a necessary but distasteful part of practicing law. In this book you will find the information that will help you understand why business development is so critical. Using the step-by-step guide in the rainmaker's toolkit, you will create your own cohesive business development plan. This plan will provide the clear direction you need to build a solid book of business that will support you in developing a successful, satisfying, and sustainable practice.

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