



The Associate as Rainmaker: Building Your Business Brain

David King Keller

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An associate's mid- and long-term success relies on building a foundation of relationships that are created during a lawyer's early years. This book is your guide to specific actions for mastering the game, offering attorneys of all experience levels useful insights into how a rainmaker gets results. Broken into four thorough sections--Being a Rainmaker, Brain Basics, Rainmaker Techniques, and Tips from the Front Line--The Associate as Rainmaker contains specific techniques for business development, including:

Business development time slots

The art and science of selling

Creating an optimal performance state

Business development for shy attorneys

The art and science of rapport

Thirty-four steps to grow any practice

The book also includes a business development checklist that contains tips for each year you're an associate, as well as several appendices with exercises, goals sheets, and time management forms.

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