

Ethical Rules for How to Run Your Practice

Three Marketing Contacts a Week Habit

In order for a contact to be considered substantial it must be long enough (20 minutes to 1 hour) to allow you to connect with your referral source and develop further rapport. Generally, lunches, dinners, longer phone calls, and face-to-face meetings fall into this category.

Asking for Referrals Habit

It is important to regularly let clients and referrals know, either at the conclusion of a case, or somewhere in the middle, that your practice thrives on referrals from people like them.

Sharpening the Saw Habit

Reading a marketing book, article, or attending a workshop once per quarter can keep you on top. Staying current with the latest marketing ideas by reading a marketing book once per quarter can help to keep you in action and motivated to promote your firm.

The Thank You Habit

Thanking your referral sources every time they send a referral will reinforce your referral base. Even if you don't end up working with the referred client, thanking your referral sources is vital to maintaining your referral relationship. Depending on the situation, this can be done through cards, letters, phone calls, gifts, lunches, dinners, gift certificates or site visits.

The Adding Names Habit

Adding new names to your contact management list will give you a great base to grow your practice. Add at least five new contacts each month to your list and you can claim this habit.

Your Rainmaker Score:

Enter the number of
Market Habits

Enter the number of
Market Assets

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Mist-Maker *

0-5 Assets

Rainmaker I

6-10 Assets