

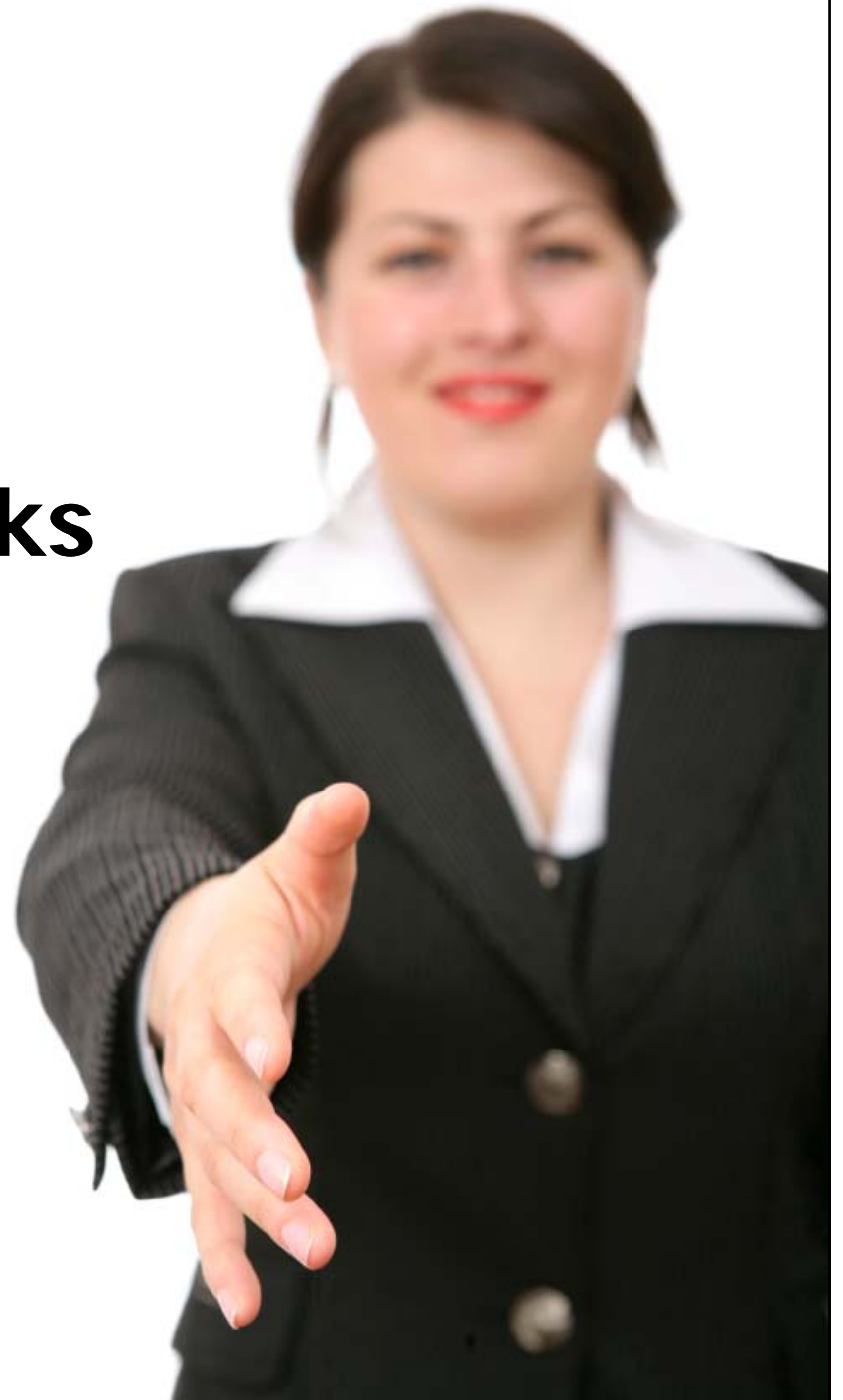


**You can make it rain . . .
even in a drought.**

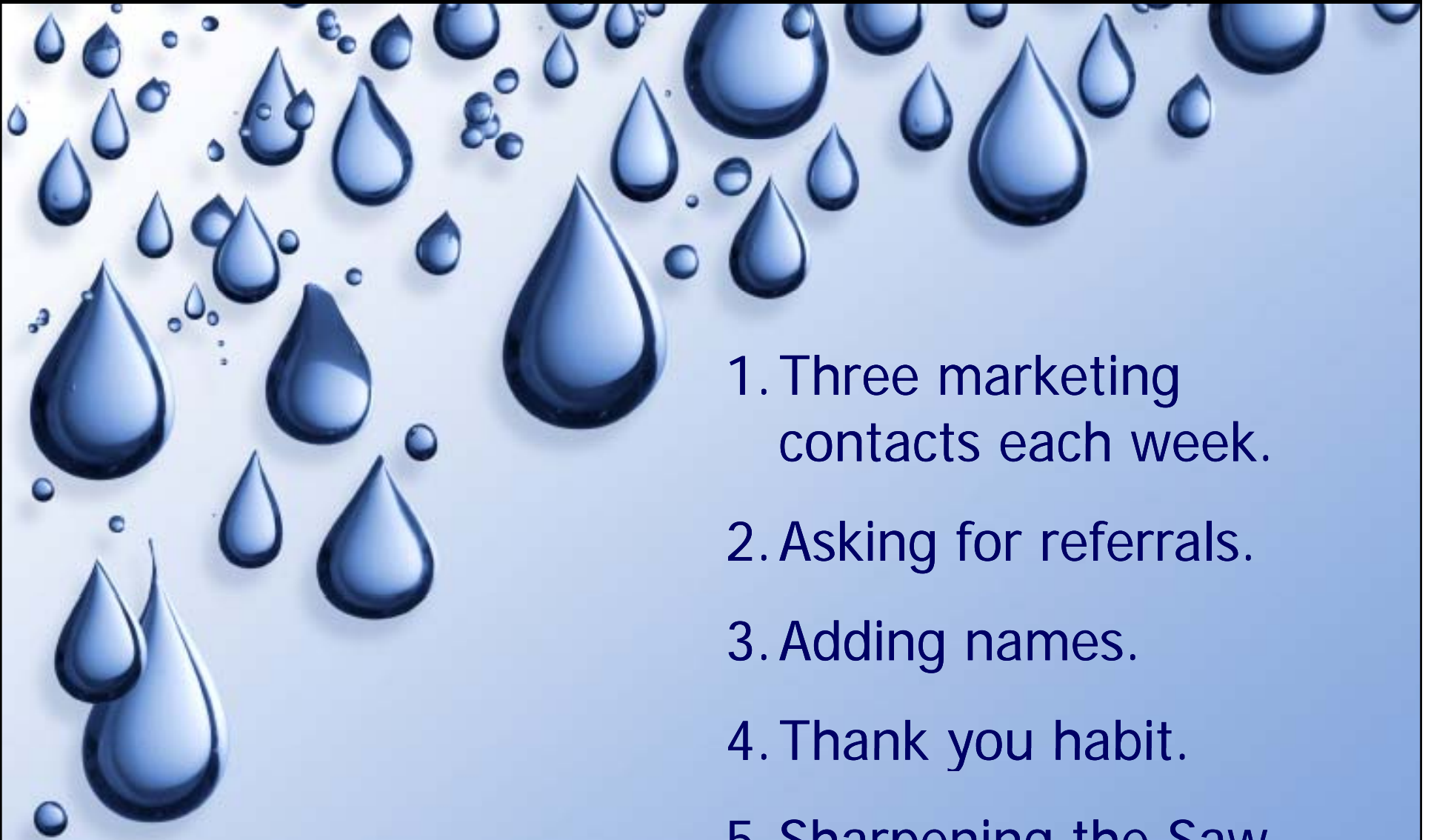
Nora Riva Bergman
Practice Advisor, Atticus

**Tomorrow morning,
your ideal client walks
through the door.**

Who is she?

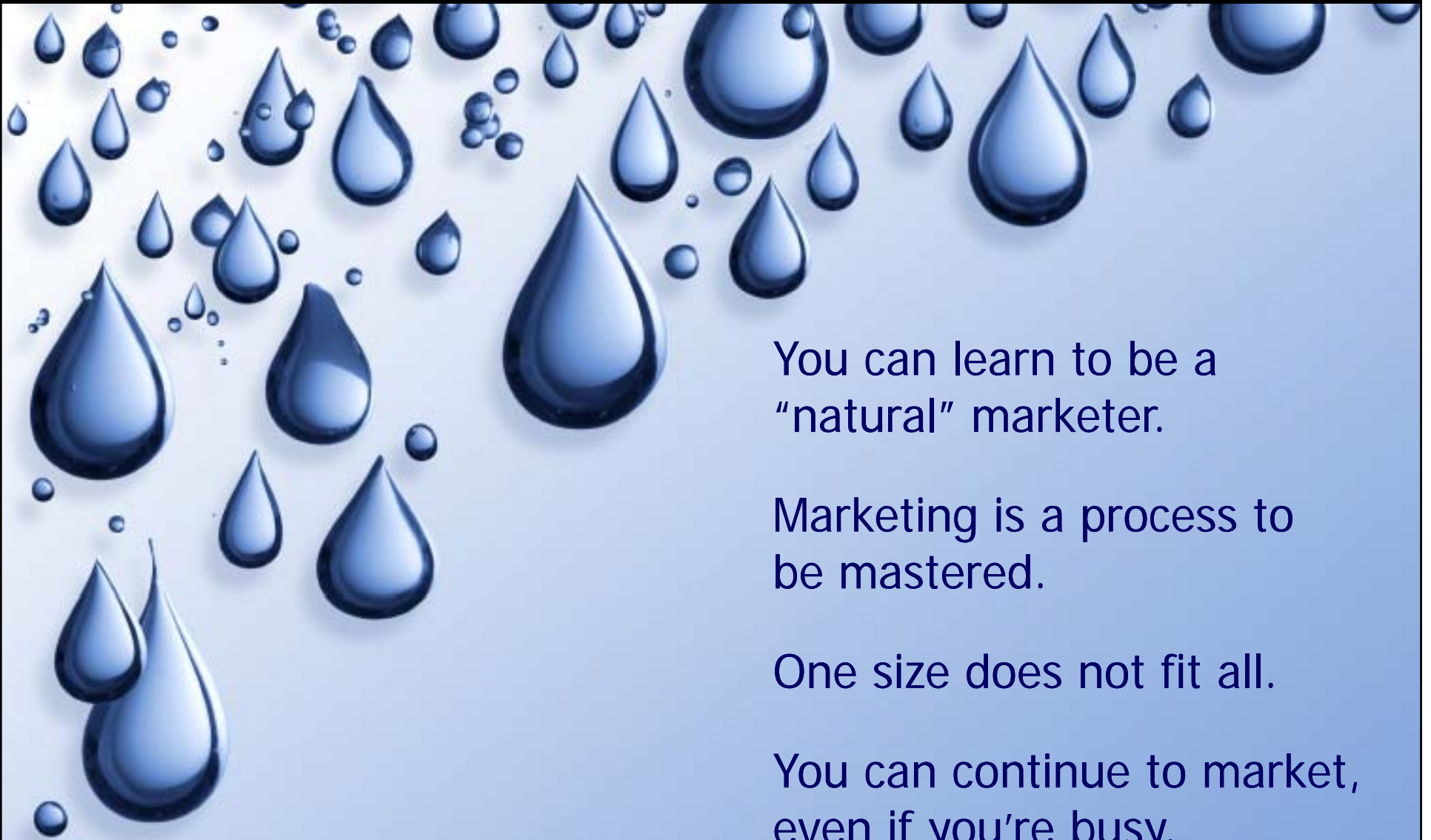


5 Atticus Rainmaker Habits



1. Three marketing contacts each week.
2. Asking for referrals.
3. Adding names.
4. Thank you habit.
5. Sharpening the Saw.

You Can Make It Rain



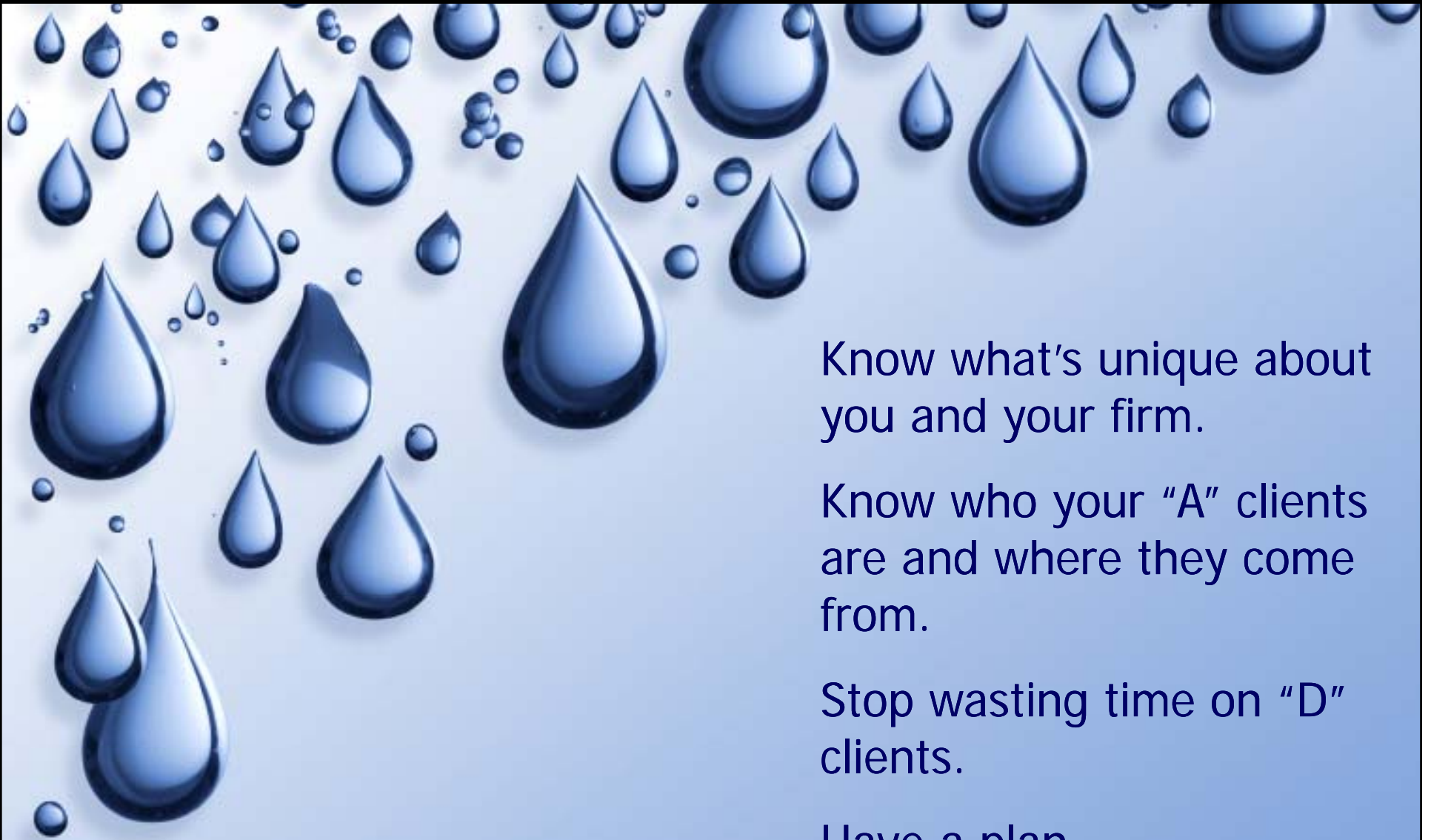
You can learn to be a
“natural” marketer.

Marketing is a process to
be mastered.

One size does not fit all.

You can continue to market,
even if you’re busy.

You Can Make It Rain




Know what's unique about you and your firm.

Know who your "A" clients are and where they come from.

Stop wasting time on "D" clients.

Have a plan.

Client Development Basics

- 
1. Who to talk to
 2. What to say
 3. How & when to say it
 4. Track your results

Remember: The 80/20 Rule!

GOOD

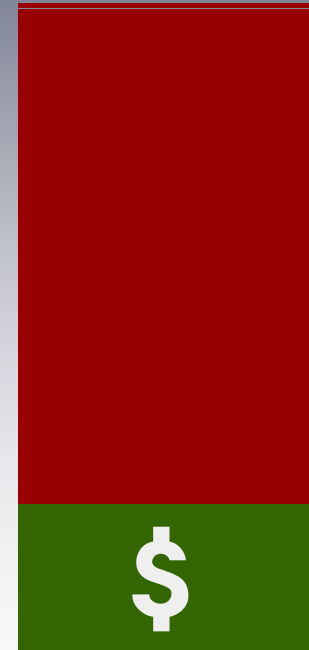
A & B



TIME

BAD

C & D



INCOME

Remember: The 80/20 Rule!

100 Clients = \$100,000

20 A Clients = \$80,000

80 Others = \$20,000

Increase A clients
by 25% - that's

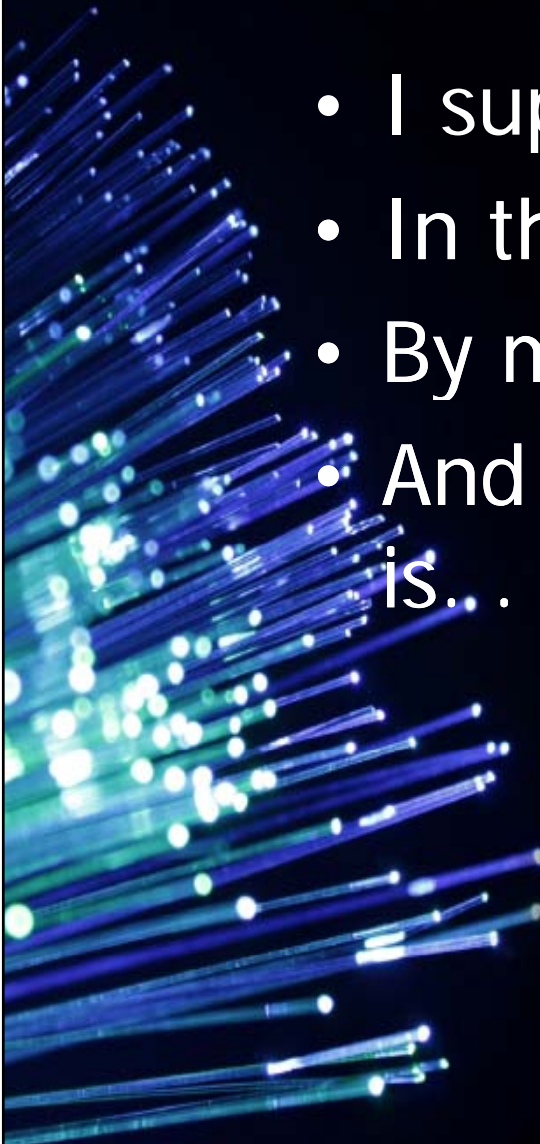
5 add'l "A" clients = \$20,000

Stop taking “D” Clients!

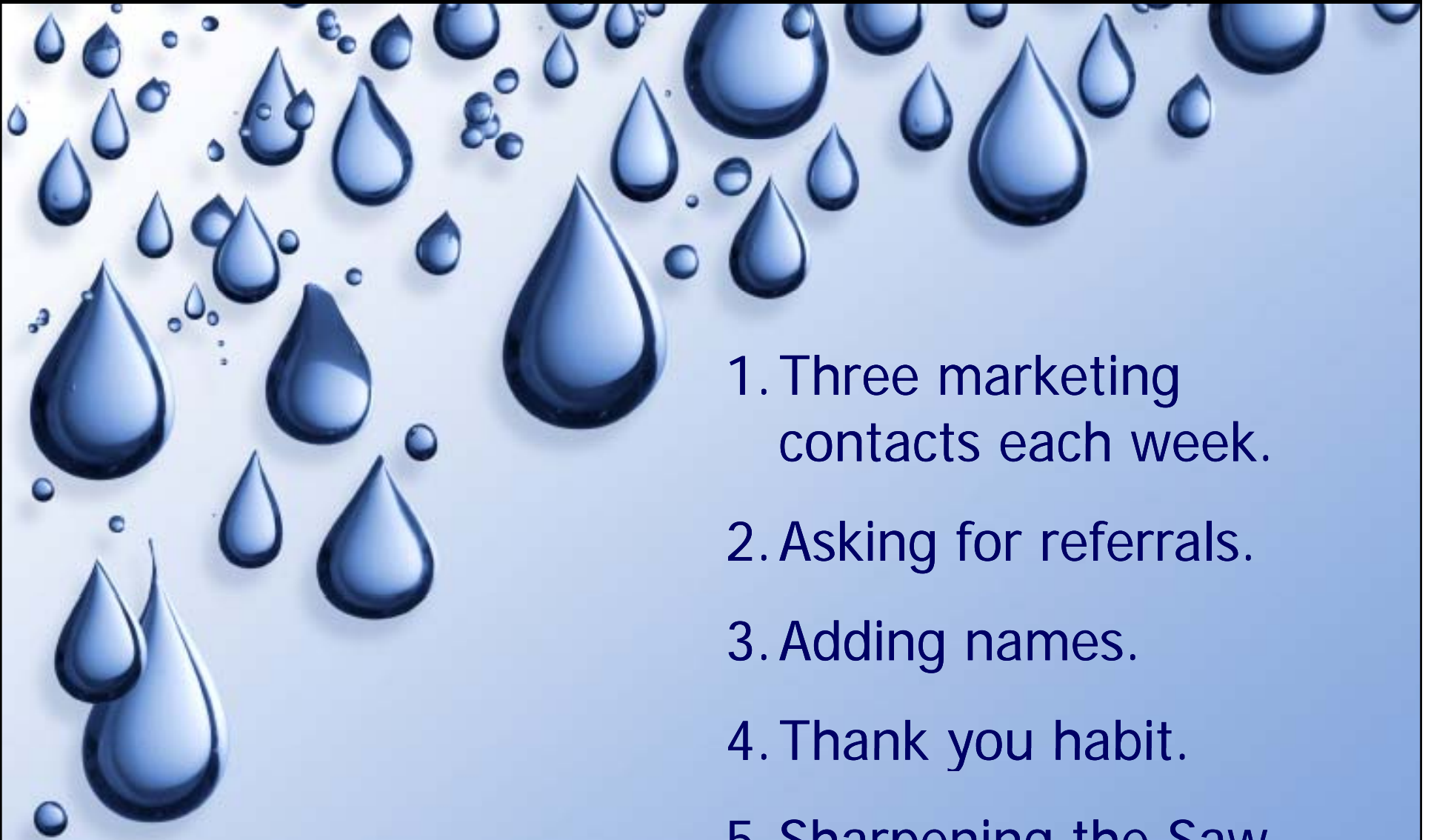


The Laser Talk

- I support (Specific description of client)
- In their desire to (Benefit or value statement)
- By means of (How one delivers those benefits)
- And what is unique about my practice is. . . . (Often what you might consider a weakness)



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1 Three Marketing Contacts a Week

Plan on one hour

Lunch or dinner

Building rapport

Relationship, Relationship, Relationship



2

Asking for Referrals

Let your best referral sources know that the practice thrives on referrals from people like them.



3

Adding Names

Add at least five new contacts each month to your list.



4

Thank You Habit

Thanking your referral sources every time they send a referral will reinforce your referral base.

This is vital to maintaining your referral relationship.

Make the thank you personal.



thank you

5

Sharpening the Saw

Read a marketing book, article, or attend a workshop once per quarter.

Sharpening the Saw keeps you in action and motivated to promote your firm.





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