

## Successful Women Lawyers Excel at Interpersonal Marketing

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*Women Rainmakers Communicate in a Way that Builds Trust and Makes Clients Feel Valued*



How do women lawyers become successful rainmakers?

They use **interpersonal marketing** to **develop strong client relationships** and **WIN CONFIDENCE**.

Studies show that women are considered to be more trustworthy than men. They're better communicators, willing to express their feelings and tap into others' emotions. This especially comes in handy when dealing with clients and learning about their needs. Clients and prospects want to explain their concerns and women lawyers can be highly effectively at giving them focused attention..

*This* is the core of interpersonal marketing!

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**Effective rainmakers** find not only what clients or potential clients need, but also what they want. This requires doing some investigative work. Find out how clients best receive information and give it to them in way they'll find useful and, at the same time, convey a sense of collaboration. Put the emphasis on the client - *not on you, the lawyer*.

True rainmaking not only means that a lawyer is good at practicing law, he or she also knows how to assess their own **personal strengths** and use them to cultivate relationships with clients. And, quite frankly, **EVERYONE** can market this way. You don't have to be marketing-oriented to connect with people. Just do the things that come naturally. **Listen** to your clients like you would to friends. **Talk** to them in a way that makes them feel valued and understood - again, just as you would with friends.

As [legal consultant Ed Poll writes](#), "Just as there is more than one type of personality who can successfully run a company, there is no one personality type necessary for being a rainmaker and successfully bringing in business to a firm—**all lawyers are capable of it.**"

Get in touch with your personal side and see what it can do for *your* legal marketing.

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