

Rainmakers are not Born, they are Trained

By Larry Bodine, Esq., a business development advisor based in Glen Ellyn, IL. He has helped law firms nationwide earn millions of dollars using strategy, business development training and individual attorney coaching. He can be reached at 630.942.0977 and www.larrybodine.com. This article is reprinted from *Originate!* – the business development newsletter – at www.pbdi.org/originate.



Larry Bodine

Drilling deeper into the results of our Buy-Laws survey of lawyers and marketing (see [91% of Lawyers Unhappy about Lack of Marketing Training in Law School at http://bit.ly/4ydnzi](http://bit.ly/4ydnzi)), it turns out that rainmakers are not born that way -- **they are trained to be rainmakers.**

The lawyers who participated in the research were a broad cross-section of practicing attorneys. 77% are partners and 48% practice at firms with 100 or more lawyers. Nearly every attorney feels that their law school prepared them poorly in marketing, or trained them inadequately or not at all. **Only 22% of respondents consider themselves rainmakers.**

Because they got no marketing training in law school, **61% of all respondents got training or education in marketing after they graduated.**

6. After you began your law practice, have you ever taken a course or training session in marketing?

Yes		101	61%
No		64	39%
Total		165	100%

It gets really interesting when you focus separately on lawyers who identify themselves as rainmakers: **73% of rainmakers took a course or training session in marketing after they began their law practice.** They made the extra effort to learn the skills of business development.

Compare this to the lawyers who say "I do market my practice but **don't get good results**" -- **32% did NOT take a course or training session in marketing after law school.**

In other words -- if you want to get new business, **you need training.**