

# Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

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### Rainmaking Recommendation from Jaimie Field, Esq.

I've been preparing for (and am now away for) our 2011 Regional Meeting of the Americas here in Newport Beach. I'll be writing more on that soon, but while I'm otherwise engaged, I wanted to share with you an email that I got this morning from my friend and Rainmaking expert, Jaimie Field of Marketing Field. You can see her [previous rainmaking recommendations here](#) or you can [sign up to receive them right in your email inbox](#) on the first and third Wednesdays of the month. I highly recommend doing that - they're always excellent!



On to her recommendation!

### **Rainmaking Recommendation #46: The Reasons You aren't becoming a Rainmaker**

There are only two reasons why you aren't becoming a Rainmaker.

#### ***1. You don't know what to do***

If this is the case there are many things you can do:

- Take a class,
- Read a book,
- Ask a mentor,
- Hire a Rainmaking Coach

And

**2. *You aren't doing the things you need to do on a constant and consistent basis.***

As with many of my clients, I suspect this is the main reason.

If this is the case there are things you can do:

- Create a plan and stick to it,
- Schedule your rainmaking activities and make them inviolable appointments with and for yourself.

Rainmaking requires that you are constantly doing the things you need to do to create relationships with others and turning those relationships into new business.

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