

Nail Your Rainmaking Goals!

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Achieve Your Goals by being SPECIFIC and REALISTIC!



Goal-setting is a critical step on the road to success.

Goals are essentially little hurdles that move you closer to making your long-term vision a reality.

Set *real goals* for yourself by being **SPECIFIC** and **REALISTIC**.

Think in quantifiable terms.

Don't just aim to get more clients, set a realistic goal to get **four new clients** this year. Numbers, dollar figures, percentages and names will allow you to really see if you've accomplished your goals.

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Here are a few other concrete examples of realistic and specific goals:

- Cultivate three new referral sources from your network.
- Get one internal referral from a lawyer in your firm.
- Increase originations by 12%.
- Cross-sell your firm's real estate department to three clients.

Remember, be realistic! Think about the time and resources you have to invest and whether you're being overly ambitious.

Don't set yourself up for failure!

Clear, concise, and realistic goals will lead to better business development - and will move you closer to your ultimate vision: **SUCCESS!**

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