

Play to Your Rainmaking Strengths!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • February 9, 2010 • [Printer-friendly](#)

Build Your Book of Business by Leveraging YOUR TALENTS!



All of us are talented in some areas, weaker in others.

However instead of maximizing our talents, we tend to focus on improving our weaknesses.

This is wasted energy!

Big professional payoffs come from activities that play to our **natural talents**. And, this is especially true when it comes to **business development**.

Do you like to meet new people? Are you good at making small talk?

Then, perhaps **networking** is your forte.

Think about what YOU are good at, then focus on using one or more of these effective **strategies for business development**:

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



- **Stop in and see your clients at their place of business.**
- **Treat your clients to dinner, sporting or theater events.**
- **E-mail, or [ping](#), your clients regularly.**
- **Participate in a local bar association, or online through social media.**
- **Write for industry journals and newsletters.**
- **Reach out to old friends and [ask for referrals](#).**
- **Speak to other practice groups in their firms.**

Remember, use a strategy that draws on your strengths.

Positive, confident actions will ALWAYS yield **positive results**.

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