



For articles, coaching tips and other items of interest to women attorneys who want to advance their careers through success in business development - go to [www.sagelawyermarketing.typepad.com/women/](http://www.sagelawyermarketing.typepad.com/women/)

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## **Lead Article: A Woman with Drive**

### **How to Become Associate Rainmaker of the Year**



**Elizabeth L. Gunn** is a bankruptcy lawyer serving closely-held businesses, their owners and executives. She works at DuretteBradshaw PLC, an 18 lawyer boutique firm based in Richmond, Virginia. In 2009 – just her third year at the firm – she could point to originations worth a third of her billings, and 10-15 new clients for the firm, including several substantial ongoing clients. That's the success that earned her the *Originate!* magazine award as Associate Rainmaker of the Year for 2009.

#### **Young and Unknown**

But she faced two big disadvantages when she moved to Richmond: "I was young, just 23, and looked it. And I knew no one in the law."

She handled the first issue by distinguishing herself as capable and someone who could be valuable to a client. Especially in early meetings, she worked a bit harder to show clients and other lawyers she could take responsibility and work competently.

As for the second, she took action zealously. According to Elizabeth, "Knowing no one meant I had to make new contacts and connect with the right people in the bar. I couldn't just wait; I was forced to get out and meet people."

These two solutions – distinguishing herself through valuable contributions for clients and others, and zealous building of her network – formed the core of her marketing success, a "machine for bringing in new business" according to her peers in Richmond.

Or maybe it was the golf. She tells with some amusement about how she learned the value of being distinctive and take chances. "I think my best marketing investment was my golf driver. Early on at the firm, they had one of those client golf outings; though I was new, they pulled me into it. I had played some in high school and college, so for a girl, I wasn't bad. Well, it turned out that I nailed my drives and won several of the long drive contests. From then on, I was the woman who could really drive the ball...and was in demand to play on teams. They got to know who I was."

**[More...]** To continue reading how Ms. Gunn's excelled at business development, [click here](http://bit.ly/9MqEvN).  
Or go to: <http://bit.ly/9MqEvN>

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# 10 Best Practices In Personal Marketing for Women Lawyers

## Lessons from Marketing Experts and Women Rainmakers

At SAGE Lawyer Marketing, we have been fortunate to train, coach and consult with many accomplished and respected women rainmakers (both in law and other professions). So, we are pleased to pass on to you their advice and counsel. While the lessons learned apply to all attorneys, these best practices are especially applicable for women attorneys.

### 1) Create your own personal board of directors:

This idea was suggested by Jan Anne Dubin, Director Of Business Development at Baker McKenzie at our last associate Web seminar. She suggested that women attorneys assemble an elite cadre of personal advisors to counsel them on building their practice. The team can include senior women (and men) who are colleagues, clients, professional allies and rainmakers in other professions. The prime benefit is leveraging their ongoing wisdom and practical advice based on their own experience and success. But their role and value includes support, fellowship, skill development and accountability.

*[More...] To continue reading about these 10 Best Practice tips for women, click here.*

Or go to: <http://bit.ly/aTQvAa>

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## Coaching Corner

### Woman Lawyer Discovers a Marketing Strength by Thinking Outside the Box

We were coaching a young associate recently. She wanted to make a shift in the clients she served – moving from a litigation focus to working with medical professionals as both a general counsel and litigator.

There was only one problem, she wasn't working with any medical professional clients.

Now, a normal attorney would look at this situation and conclude that they lack the technical skills and direct path to business. Instead, we suggest that you think like an entrepreneur – see possibilities, take initiative, take a long term view and take incremental action.

Here is the blueprint that our coaching client is taking – and you can do the same with these four steps...

*[More...] To continue reading about the approach we recommended, click here.*

Or go to: <http://bit.ly/d2O9l1>

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**About SAGE Lawyer Marketing:** We have worked with industry leading professional firms as trainers, coaches and business development consultants. We have built the entrepreneurial skills of thousands of professionals at hundreds of firms – including personal marketing, building a network of allies and cultivating relationships with customers. Our principals are award winning instructors, best selling authors and world class public speakers for both associations and in-house or call 630-572-6798. Or contact [bschneider@sageprofessional.com](mailto:bschneider@sageprofessional.com).