

# Being A Good Lawyer Isn't Enough!

Why you need to become a  
Rainmaker now and how to do it!

“Rainmakers Are Not Born, They Are Taught <sup>SM</sup>” is a phrase that Jaimie B. Field, Esq. not only believes but has proven with more than 13 years of teaching attorneys how to ethically build a book of business. Each and every attorney can learn to bring in new business; and now, more than ever, it is imperative to do so in order to control your career.

## 10 Month Program

Months 1&2: The Program Begins With The Development of Your Personal Rainmaking Plan

Month 3: Client Relationship Strategies, Productivity Management & Motivation Techniques

Month 4: Creating Niche Markets for Your Practice; Speaking and Writing for Business Development

Month 5: How Clients Choose Attorneys and How to Effectively Modify Your Business Development Strategies to Raise Your Visibility and Credibility Using Tactics Which Fit Into Your Rainmaking Plan

Months 6 & 7: The Role of Online Marketing in Your Business Development and How To Use It Ethically

Month 8: How To Have Effective Client Meetings, Create Pitches and Client Service Strategies to Keep Clients Happy for Life

Month 9: Creating Referral Strategy & Conscious Cross Marketing

Month 10: Continue To Upgrade Your Rainmaking Strategies.

*I highly recommend Jaimie as a legal marketing and rainmaking coach. Her suggestions and help in creating a marketing business plan are right on point and reap results when put into practice. She is an out of the box thinker and quite creative in her approach. - Paul Sowell; Trusts and Estates Attorney*

*Jaimie is a dynamic and creative professional coach. Every session has been worthwhile. She has given me a new way of seeing opportunities for making my law practice continue to grow. - Allan C. Ladd; Immigration Attorney*

The coaching agreement is for a 10 Month period. The monthly fee (\$185.00\* per attorney/month) entitles you to the following:

- One - 75 minute in person group coaching session per month (Light dinner & refreshments included)
- Monthly accountability emails and progress reports to keep the attorney motivated
- Unlimited text, email and brief phone contacts as needed

10 month coaching classes begin in April 2015 and will be held in Morris County, New Jersey. See registration page for information, dates & times. For more information: email Jaimie B. Field, Esq. [jbf@marketingfield.com](mailto:jbf@marketingfield.com) or call 201-264-6040

\*Cost is less than what most attorneys charge for One Billable Hour and may be tax-deductible as business training; speak with your accountant for more information



# THE PERTINENT INFORMATION



**Class Dates\*: Classes Begin @ 6:30 pm - Light Dinner and Refreshments Will Be Served**

## **Option A: The 3<sup>rd</sup> Wednesday of the Month**

### **Specific Class Dates:**

- April 15, 2015
- May 20, 2015
- June 17, 2015
- July 15, 2015
- August 19, 2015
- September 16, 2015
- October 21, 2015
- November 18, 2015
- December 16, 2015
- January 20, 2015

## **Option B: The 4<sup>th</sup> Tuesday of the Month**

### **Specific Class Dates:**

- April 28, 2015
- May 26, 2015
- June 23, 2015
- July 28, 2015
- August 25, 2015
- September 22, 2015
- October 27, 2015
- November 24, 2015
- December 22, 2015
- January 26, 2015

\* Once you have chosen an option, those are the dates which you will attend unless prior arrangements have been made

### **Location:**

760 Route 10 West, Suite 103  
Whippany, NJ 07981

### **Qualifications:**

- You are a licensed attorney in the State of New Jersey in good standing;
- You have been practicing law for 3 or more years;
- You are interested in growing your book of business in an ethical manner;
- You are willing to participate 100% in each of the classes and show up to every class on time; and
- You are willing to do the work necessary to become a Rainmaker

*Part of coaching includes giving feedback, asking tough questions, fostering discover and pointing out blind spots. Jaimie B. Field, Esq. will ask the group to move past their comfort zones on many occasions. However, will be extremely respectful of the participants "fears" and we, as a group, will work through them together in the most effective manner for each participant.*

## **Registration**

Please type or write legibly. Scan & Email or send via mail to the address below

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Class Options:

Option A

Option B

Billing Address (Connected to Credit Card) \_\_\_\_\_

City, State & Zip \_\_\_\_\_ Years in Practice: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

### **Method of Payment:**

- Amex Card Number: \_\_\_\_\_
- Visa Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_
- MasterCard

***By signing this document, you are agreeing that Marketing Field, LLC can charge your credit card \$185.00 on a recurring basis beginning in April 2015 and for 9 additional months until January 2016 (on or around the 10<sup>th</sup> of each month):***

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/2015

**The Rain-Maker** A Division of Marketing Field, LLC

**Mail: 96 Rutgers Lane ♦ Parsippany, NJ ♦ 07054**

**Email: jbf@marketingfield.com**

**☎: 201-264-6040**