



# **The Rainmaking Machine: Marketing Planning, Strategies, and Management for Law Firms, 2009 ed.**

*Phyllis Weiss Haserot*

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## **The Rainmaking Machine: Marketing Planning, Strategies, and Management for Law Firms, 2009 ed.**

Phyllis Weiss Haserot

This comprehensive book provides advice on gaining new clients, improving services, and expanding existing business. It is a step-by-step guide for planning, executing, and managing a marketing process that is designed to help you build your client base. Topics include focusing your marketing efforts; motivating yourself and your partners; how clients choose a firm; creating new services; hiring and maximizing the efforts of marketing professionals; improving your firm's image through public relations; forming personal selling networks, business ventures, and professional connections; securing and retaining lucrative and satisfying clients; and current and emerging trends.

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