

To Make Rain, Get Out and Make Contacts

By Regina Parker

SUCCESSFUL RAINMAKERS “GET UP, GET out, get going,” the founder of the Delaware Valley Law Firm Marketing Group told attendees at a Law Practice Management Division networking program on Jan. 8.

Stacy West Clark explained that marketing and networking requires constant effort and preparation.

“Great rainmakers realize that relationships are where it’s at,” Clark said. She compared marketing to a contact sport and explained that marketing is putting yourself in situations where you will meet people who will buy your services. Clark stressed the importance of research and said that the most successful rainmakers understand their client’s business and industry.

To get and keep clients, Clark recommended the following marketing tools:

- Prepare a mailing list of all your contacts, including classmates, neighbors, anyone you get services from and every-

one in clubs and associations you belong to. Also prepare a target list of potential clients.

- Make a good first impression and dress the part. “When you dress properly, it says to your clients that you respect yourself, you’re detailed oriented and you care,” she explained. You want to demonstrate that you’re smart. Clark said that clothes for work should equal professionalism, enthusiasm and intelligence. “What they should not equal are sex appeal, coolness, current trends, your body,” she explained.

- Clark stressed that everyone should have a 30-second elevator speech that describes what you do beyond the fact that you are a lawyer. She said the speech should be clear and concise. “What says something that makes people want to learn more is, ‘I keep people out of jail or I’m a tax lawyer to ensure that people pay the lowest taxes possible,’ ” she explained. Practice until you become comfortable



Clark

with your speech.

- Never leave home without your business cards.

- Develop a marketing plan that is a “to-do” list for the next three months. The plan should identify three clients and three potential clients you will focus on to get work from; three referral sources you will meet

with; industry and bar activities that you will participate in; and three things that involve raising your profile, such as writing an article or speaking at a CLE.

- Formulate a great team approach with your secretary to deliver outstanding client service.

How do you select which networking event to attend? “Go to those events that present the best opportunity to make a new contact,” Clark said. Your focus should be on gathering information and starting relationships. How long should you network with someone? “The experts tell us that it’s anywhere from two to seven minutes because everybody at an

event presumably would like to move on,” Clark said.

“After the networking event, you want to follow-up and fast,” she said, and plan to make contact with the person five to seven times per year. If you want to draw business, you have to put in the time and effort necessary to do it right. “Networking is a job and it requires thought for preparation because you want it to result in something,” Clark said.

The program was co-sponsored by the Philadelphia Chapter of the Association of Legal Administrators.

Regina Parker, an associate with Mattioni, Ltd., is an associate editor of the Philadelphia Bar Reporter.



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