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How to be a Rainmaker – "Ten Tips from a Client's Perspective"

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One of a series of papers featuring highlights from presentations made during a recent David Carrie LLC seminar "How to be a Rainmaker." This paper summarizes key points addressed.

1. *If it's a new client, do the first project for free.*

2. *Don't churn. Work with in-house counsel to keep costs down, e.g. encourage in-house counsel to gather discovery documents, prepare summaries, etc.*

3. *Come to a clear understanding regarding fees and review bills to make sure you meet your end of the bargain.*

4. *Network, Network, Network. In-house counsel, hang out at trade associations (IACC, INTA, ACC, Bar Associations). Attend annual meetings.*

5. *Teach CLE courses — I'm always impressed by a thorough substantive presentation on a topic I'm involved in. Volunteer to present at meetings like #4 where you know you'll have an audience.*

6. *Write articles in periodicals and journals read by in-house counsel like Corporate Legal Times.*

7. *Learn the business of your client/ potential client including organizational chart, product line, etc. Look at their website. Google the company.*

8. *Don't reinvent the wheel – standard forms exist and can be tweaked, e.g. licenses, leases, etc.*

9. *Represent your companies at an affordable price — many well-known brands have stuck with their old counsel who came through the trenches with them.*

10. *Don't hide in your office. Go to class reunions, social events, volunteer, network, etc.*