RAINMAKING WHILE FEMALE

KIMBERLY RICE, PRESIDENT & CHIEF STRATEGIST
KLA MARKETING ASSOCIATES
KIMBERLY RICE

- Keynote speaker
- Founder, Women in Law Rainmaker Forum
- Founder, Winning Wisdom for Women Lawyers
- Author, How Women Can Create the Career of their Dreams by Charting their own Course
- Podcast host, Secret Sauce Marketing Tastings
- Mommy to three furry rescue cats
EFFECTIVE RAINMAKING BEGINS W/ CONFIDENCE

• The belief in your ability to succeed

• It helps us confront your fears.
INVEST IN YOURSELF

• ID specific rainmaking goals; write them down.

• Learn requisite rainmaking skills.

The best investment you can make is always in yourself. It’s always worth it.
DEVELOP PERSONAL BRAND

• Expression of identity of why clients want to work with you.

• Build personal brand across all platforms.
• **Opportunities** are everywhere

• **Rainmaking** is *not* an event – it’s a Mindset *and* a Lifestyle!
LEVERAGE RELATIONSHIPS

• Purposefully, connect with AND for others, regularly

✓ in-person
✓ via social media
It’s hard to beat a person who never gives up.

Babe Ruth
EFFECTIVE RAINMAKING = PLANNING FOR GROWTH

• Create a “wish list” of prospect clients.
• Learn “where” they go and go there.
• Prioritize follow up, consistently.
TAKE ACTION

• Engage in positive self talk
• Step outside comfort zone
• Surround yourself with those who lift
• Journal
• Self regulate
• Be mindful
• Meditate
• Exercise
• Eat healthy food

Own Your Story
Register Today

Executive Women Rainmaker Forum:
A Catalyst for Stepping into Your Power

Join us – a safe, intimate forum where Executive Women “lean in” and access resources to develop a prosperous & rewarding career.

Make this the year to take control of your career

- Learn critical leadership techniques
- Delve deep into business challenges
- Brainstorm opportunities
- Tap skills/experience of others

KLA Marketing Associates

609.458.0414 | 856.782.0195 | kimberly@klamarketing.net | klamarketing.com
How Women Lawyers Can Create the Career of Their Dreams by Charting Their Own Course

Women in Law Rainmaker Forum

Website Resources: blogs, free downloads

Thank you!