
The Reluctant Rainmaker Rainmaker Activity Tracker

Create a tracking system so you will have a convenient record to review periodically. Doing so will allow you to determine what has been most and least effective in your plan.

Your tracking can be quite simple, as shown in the following table, or it can be more complex, using (for example) a software contact management system.

Date	Activity	Result	Follow-up Needed	Notes
2/7/09	Panel: Litigating a Sexual Harrassment Claim (SC General Counsel Roundtable)	23 attendees; 1 inquiry re recent representations	Email article on damages to attendees; invite J. Feldman to lunch with R. Jones re recent litigation for ABN Corp. Scheduled 3/2/09	Feldman's daughter is a freshman at CU

Date	Activity	Result	Follow-up Needed	Notes
2/18/09	Lunch with P. Stewart	See notes re expected activity for remainder of year; Stewart is dissatisfied with Houden Leeds Grenny LLP but CEO is loyal to firm	1. Note to Stewart 2. Does K Bayan know CEO? 3. Tickler: call Stewart 4/1/09	
3/2/09	Lunch Feldman/Jones	RETAINED	Team meeting with client 3/8/09; budget and project plan due	

Make it part of your regular schedule to update your tracking chart as soon as you have completed rainmaking activity. (Think narrowly about activity for this purpose: update your chart after each lunch, each organizational meeting, each presentation, etc.) After you have defined the necessary follow-up for an activity, calendar it so you do not lose track of the next steps.

At the end of your evaluation period (every 6 months to one year), search your tracking system based on activity or contact name so you can see the progress you made. Although you should not necessarily expect to land a business directly from an activity within your evaluation period, particularly if the value of the matter is substantial, notice whether you have invested substantial effort in an activity that is not reflected in roughly commensurate results. If so, consider reducing your effort or changing the way in which you invest your time.