



The Reluctant Rainmaker Rainmaker Resource List

In the course of developing the content that I have shared in *The Reluctant Rainmaker*, I have investigated numerous solutions to common rainmaking needs. One of the most difficult tasks for many lawyers is to identify reliable and reasonably priced resources for helping with rainmaking activities, such as blogging, newsletter distribution, and so on. I have spent a great deal of time identifying resources that may be useful for you as you embark upon your business development path. I wish I had had access to such a list several years ago as I was asking the questions you are asking now, and I'm delighted to offer this list for your use.

I have used many of these resources myself, and I've added other names based on recommendations received from clients and from other sources. Please note, however, that you are responsible for conducting due diligence on every resource and that neither I nor Life at the Bar LLC can make any representations, warranties, or guarantees about any of the listed resources or their usefulness for your specific situation. You are solely responsible for the resources you choose to use.

Some of these resources are marked "affiliate." If you use those links to make a purchase (and, of course, there's no obligation on you to do so), please note that being an affiliate means two things: first, and most importantly, I believe in the value of these services, and second, I may receive commission from any sales generated.

Finally, I will continue to update this list as I find new resources. If you use one of these suggestions and find that it doesn't live up to your expectations, please let me know. I update my resource list based on user experience.

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| Automation Tools <ul style="list-style-type: none">• SendOut Cards (affiliate)• Google Alerts | <ul style="list-style-type: none">• https://www.sendoutcards.com/juliefleming Enter the password <i>cards</i> if a password is requested. There's a video that will walk you through the system so you can send a card and see how easy it is.• http://www.google.com/alerts |
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| Blog Platforms <ul style="list-style-type: none"> • Blogger • Blogspot • Wordpress | <ul style="list-style-type: none"> • http://www.Blogger.com • http://www/Blogspot.com • http://www.Wordpress.com |
| Blog Design and Support <ul style="list-style-type: none"> • Blogging-Sites.com • Lex Blog | <ul style="list-style-type: none"> • http://www.Blogging-Sites.com • http://www.LexBlog.com |
| Blawg Directories and Carnival <ul style="list-style-type: none"> • ABA Journal Blawg Directory • Blawg Review • Justia Blawg Search • The Blawg Directory • USLaw.com Blawg Directory | <ul style="list-style-type: none"> • http://abajournal.com/blawgs/ • http://blawgreview.blogspot.com/ • http://blawgsearch.justia.com • http://www.blawg.com • http://www.uslaw.com/law_blogs |
| Business Books (Amazon affiliate) <ul style="list-style-type: none"> • <i>Fierce Conversations</i> • <i>Fierce Leadership</i> • <i>The Trusted Advisor</i> • <i>The EMyth</i> • <i>Strategy and the Fat Smoker</i> • <i>Total Leadership</i> • <i>True North</i> | <ul style="list-style-type: none"> • <i>Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time</i> • <i>Fierce Leadership: A Bold Alternative to the Worst "Best" Practices of Business Today</i> • <i>The Trusted Advisor</i> • <i>The EMyth</i> • <i>Strategy and the Fat Smoker; Doing What's Obvious But Not Easy</i> • <i>Total Leadership: Be A Better Leader, Have a Richer Life</i> • <i>True North: Discover Your Authentic Leadership</i> |
| Business Cards/Stationary <ul style="list-style-type: none"> • Overnight Prints • Vista Print | <ul style="list-style-type: none"> • http://www.overnightprints.com • http://www.vistaprint.com |
| Dictation transcription <ul style="list-style-type: none"> • iDictate • Joie Johnson • Dragon Naturally Speaking | <ul style="list-style-type: none"> • http://www.idictate.com/ • http://www.righthandassistant.net/ • http://www.nuance.com/dragon/index.htm |
| Domain Registration <ul style="list-style-type: none"> • GoDaddy | <ul style="list-style-type: none"> • http://www.godaddy.com |

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| <p>Electronic Newsletter Distribution</p> <ul style="list-style-type: none"> • InfusionSoft • 1Shopping Cart • AWeber • Constant Contact • Mail Chimp • Emma | <ul style="list-style-type: none"> • http://www.infusionsoft.com/ • http://www.1shoppingcart.com/ • http://www.aweber.com/ • http://www.constantcontact.com/index.jsp • http://mailchimp.com/ • http://myemma.com/ |
| <p>Keyword Information</p> <ul style="list-style-type: none"> • Google AdWords Keyword Tool • Word Tracker | <ul style="list-style-type: none"> • https://adwords.google.com/select/KeywordToolExternal • http://www.wordtracker.com/ |
| <p>Networking Books (Amazon affiliate)</p> <ul style="list-style-type: none"> • <i>Endless Referrals</i> • <i>The Fine Art of Small Talk</i> • <i>The Go-Giver</i> • <i>Go-Givers Sell More</i> • <i>How to Work a Room</i> | <ul style="list-style-type: none"> • <u><i>Endless Referrals</i></u> • <u><i>The Fine Art of Small Talk: How To Start a Conversation, Keep It Going, Build Networking Skills—and Leave a Positive Impression</i></u> • <u><i>The Go-Giver: A Little Story About a Powerful Business Idea</i></u> • <u><i>Go-Givers Sell More</i></u> • <u><i>How To Work a Room, Revised Edition: Your Essential Guide to Savvy Socializing</i></u> |
| <p>Photography/Headshots</p> <ul style="list-style-type: none"> • Nikki Incandela Photography | <ul style="list-style-type: none"> • http://www.nikkiincandela.com |
| <p>Practice Management Books for Lawyers (Amazon affiliate)</p> <ul style="list-style-type: none"> • <i>Solo by Choice</i> • <i>How to Start & Build a Law Practice</i> • <i>The End of Lawyers?: Rethinking the nature of legal services</i> | <ul style="list-style-type: none"> • <u><i>Solo By Choice: How To Be the Lawyer You Always Wanted to Be</i></u> • <u><i>How to Start & Build a Law Practice</i></u> • <u><i>The End of Lawyers?: Rethinking the nature of legal services</i></u> |

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| <p>Rainmaking Books for Lawyers (Amazon affiliate)</p> <ul style="list-style-type: none"> • <i>Business Development for Lawyers</i> • <i>Legal Business Development</i> • <i>The Reluctant Rainmaker</i> • <i>Selling the Invisible</i> • <i>Rainmaking Made Simple</i> | <ul style="list-style-type: none"> • <u><i>Business Development for Lawyers: Strategies for Getting and Keeping Clients</i></u> • <u><i>Legal Business Development: A Step by Step Guide</i></u> • <u><i>The Reluctant Rainmaker: A Guide for Lawyers Who Hate Selling</i></u> • <u><i>Selling the Invisible: A Field Guide to Modern Marketing</i></u> • <u><i>Rainmaking Made Simple: What Every Professional Must Know</i></u> |
| <p>Website Design</p> <ul style="list-style-type: none"> • Amicus Creative Media LLC | <ul style="list-style-type: none"> • <u>http://www.amicuscreative.com</u> |
| <p>Virtual Assistance</p> <ul style="list-style-type: none"> • Legal Typist Andrea Cannavina • Virtual Assistant Margo Shoemaker | <ul style="list-style-type: none"> • <u>http://www.legaltypist.com/</u> • <u>Margo.shoemaker@verizon.net</u> 434-258-6488 |
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