



## Four Steps to Making Time for Rainmaking

### Description

“If you fail to plan, you’re planning to fail.” Those words of wisdom from Ben Franklin were a focal point of BDU’s CLE workshop, Making Time for Rainmaking. BDU’s [Beth Rosenfeld](#) and [Heather Herrington](#) held several interactive sessions on this valuable topic. The 90-minute sessions focused on developing individual plans for carving out time for business development and marketing, as well as creating a roadmap for purposeful planning and execution of rainmaking efforts.

**MISSED THE CLASS?** Here are four simple steps you can follow to make time for rainmaking right NOW:

**Step One: Figure out how much time you have available to allocate towards your business development and marketing efforts.** This will be different for everyone, and it’s up to you to determine how much time you can carve out of your busy schedule.

**Step Two: Decide what efforts will make the best use of your time and plan some “SMART” goals.** Not familiar with “SMART” goals? “SMART” stands for Specific, Measurable, Aligned, Realistic and Timed. It’s important to be specific about the goals you set, and make sure they are realistic, measurable and aligned with what you are trying to accomplish.

**Step Three: Become organized and stay organized.** Put a plan together and stick with your plan. Part of having a process is being purposeful in your approach.

**Step Four: Mindfully maximize everyday exposure.** You are likely interacting with clients, contacts, friends and referral sources on a frequent basis; make the most out of every interaction. Build on experiences and relationships that you already have to create new opportunities.

While BDU’s recent rainmaking sessions were targeted towards attorneys, all kinds of professionals struggle with rainmaking, especially when sales is not their main job description. Even if business development is just a small part of your overall professional responsibilities, it is likely an integral piece of your overall success. Regardless of your industry, learning the tips and tricks to making time for rainmaking is invaluable.

## Find Out More About How You Can Make Time For Rainmaking.

**Want to join BDU for a session on rainmaking and business development?** We may have more coming soon, so please [check our events page](#) frequently.

**Want a customized session for your firm or organization?** BDU will tailor private classes to your specific industry and needs. [Contact us](#) for more details.

### Category

1. Articles and Blogs
2. resources

### Date Created

May 19, 2017

### Author

lisa-peskin

*default watermark*