

A Career Guide for Law Firm Partners

Summary: With clear and proven insights on rainmaking, business plans, lateral moves and more, BCG's Comprehensive Guide for Law Firm Partners is a must-have resource.

With clear and proven insights on rainmaking, business plans, lateral moves and more, BCG's Comprehensive Guide for Law Firm Partners is a must-have resource for all law firm partners and future partners.

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We have been in the legal recruiting business for a long time and have witnessed countless attorney careers rise, fall or stagnate based on the attorney's mastery of the business of law as opposed to the intellectual nuances of it. Time and time again, the lawyers who succeed are the ones who approach their legal careers as businesses that need relationships, business plans and carefully crafted career moves to grow.

If this does not come naturally to you, don't worry! That's what we are here for. The Guide gives you the seeds of growth. All you need to do is plant, nurture and cultivate them. The Guide covers:

Rainmaking

- Where to look for new business.p. 34
- How to find clients just about anywhere.p.34
- How to ask for business without stressing.p.68
- How savvy partners use economic downturns to grow business.p.17
- How to put yourself on the fast track to a trusted advisor role with clients.p.18
- Why you should call your clients regularly just to check in.p.18
- How to get a lot of business fast.p.72
- How to be good at marketing even if you are shy.p.44
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- The grim reality of being a lawyer with no business.p.45
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- The best ways to network.p.68
- Why rainmakers ask open-ended questions.p.72
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- How to sell your firm over another in a classy way.p.67
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