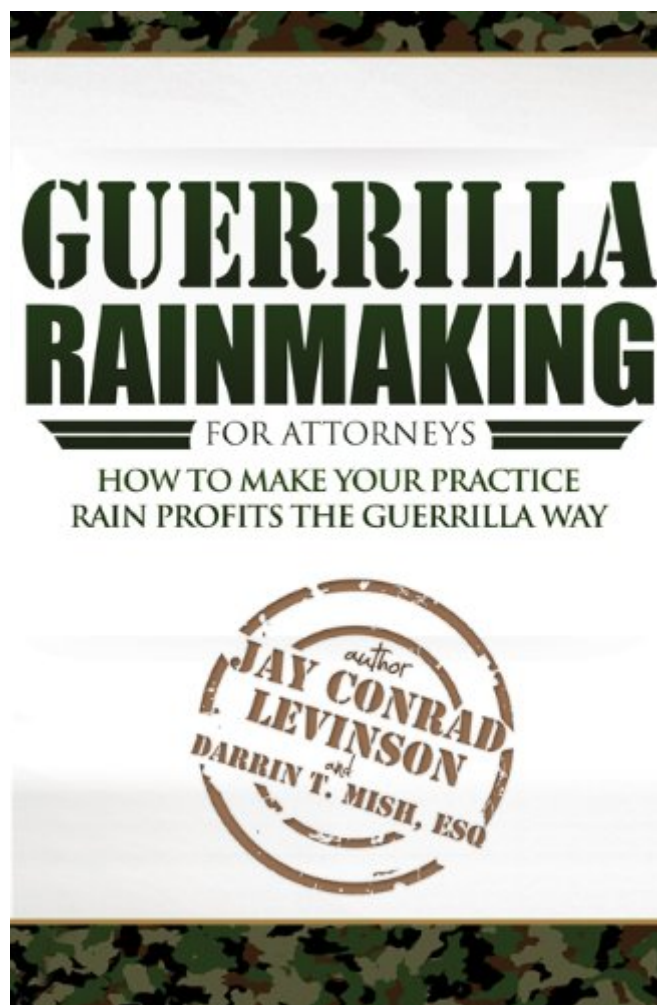


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# Guerrilla Rainmaking For Attorneys: How To Make Your Practice Rain Profits The Guerrilla Way



## Synopsis

Darrin Mish unravels the mystery of how to have a successful law firm, while offering brilliant lessons in marketing. Lawyers shouldn't have to struggle. If you are looking to work smarter and earn more, "Guerrilla Rainmaking For Lawyers" should be your first stop. Find out how to use the 7 most important guerrilla weapons in your arsenal. Discover the 13 attributes of the Guerrilla Rainmaker DNA. This book is truly the ultimate source of information for any lawyer who's serious about making more money and living a better lifestyle.

## Book Information

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## Customer Reviews

Though not an attorney myself, they are my clients so I thought this book might offer some insight how they develop business. First, calling this a book is something of a misnomer. While there is nothing inherently wrong with self-publishing, you would expect that someone who extravagantly bills himself variously as a best-selling author (this book is ranked #526,640 on ), marketing guru and Search Optimization Expert (SEO) would strive for high production values. On the latter claim, though I wouldn't call myself an SEO expert, Mish's chapter on search engine optimization is woefully inadequate. Of course, this entire book is woeful. Apparently composed and pushed straight to print from a word processing program, it uses the ancient trick of a large typeface,

excessive line spacing and wide margins to increase the page count. My guess is that following standard book compositing guidelines, this would barely exceed pamphlet size at 100 pages or so. The advice given is totally pedestrian. Endless self-referential anecdotes about how great the author is and long-ago worn out cliches on marketing techniques. Go to tradeshows. Give presentations. Give out and collect business cards. Follow up on every contact. One of his gems is suggesting using SMS text messages for advertising. I'm sure that will go over well. There's nothing here you won't find in hundreds of other equally vapid marketing guides - and most of them will be free of the me, me, me stories. Books like this make me really appreciate 's generous return policy. Jerry

The author did a great job describing what it actually takes to become a rainmaker. Some of the history he shares in it went over my head. But then again I'm not actually an attorney. The mindset and tactic chapters are the real reason I decided to read the book. I'm always looking for new ways to punch my business through to the next level. I highly recommend this read for that reason.

Really really bad. Total rubbish actually. You're better off giving your money to a late night "get rich quick" infomercial hawking advice on flipping property. This is pure cookie cutter... just marked up as an afterthought by someone who comes across as a sleazy lawyer. Sorry, but any one who would choose their lawyer based on direct marketing doesn't possess the IQ threshold necessary for me to represent them. I want the hour of my life you wasted with this book back AND the dollar.

Since this book is written by an attorney and for attorneys, the marketing advice is actually usable. You don't have to wade through tons of marketing tips that can't be used by an attorney due to bar advertising rules. The book is easy to read and very useful. I highly recommend it.

Very helpful, straight to the point. Lot of good information, very helpful to those of us who are new to private practice.

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