

Rainmaker's Math

7 Disciplines That Separate Those Who Bring In Work from Those Who Struggle

9

Appropriate contacts over time on average to win a new client

90%

Of new work is awarded after a 1-on-1 or small group conversation

60

Days is the *maximum* gap between touches with key contacts

30%

The conversion rate of even the best rainmakers

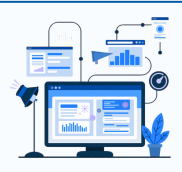
1



Play the long game. The average new client takes 9 meaningful contacts.

Some take 12 months. Some take 10 years. Average that has most professionals make four contacts, get pulled back into billable work, and stop. The business goes to whoever stays in touch. If you took a prospect to lunch a year ago and nothing came of it, that wasn't a failure. That was contact number one.

2



Build a one-page pipeline. Review it weekly.

A pipeline doesn't need software. Three columns on a single page: **Key Clients | Referral Sources | Top Prospects**. A notepad works. A basic spreadsheet works. What matters is that someone owns it and reviews it every week with one question: "**What can I do right now to add value and move one of these relationships forward?**"

3



Apply the 60-day rule.

For your key clients and top prospects, no more than 60 days should pass between touches if you want to stay top of mind. Set a recurring Outlook reminder. Every touch must be WIIFT: **What's In It For Them**. Avoid reaching out just to "catch up." Lead with something useful: an article, a regulatory change, an introduction, a relevant question.

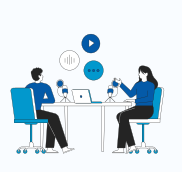
4



Stop broadcasting. Start conversing.

Roughly 90%+ of new work is awarded after a personal one-on-one or small-group conversation. Not after a newsletter. Not after a webinar. Marketing creates awareness. Sales is the act of initiating personal contact with the right person. The goal of every marketing activity should be to create a reason for an outreach and for a conversation to happen.

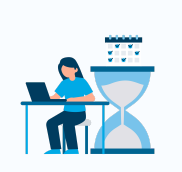
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Two eyes, two ears, one mouth. Use them in proportion.

Those who win work are the ones who understand the client's business problems and industry, not the ones who recite credentials. Before every meeting, prepare five to seven open-ended questions: What's keeping you up at night? What's most important to you about the outcome? What's changed in your business this year? Listen. Take notes. Then follow up with something specifically relevant to what they told you.

6



Block the time. Protect it like a client deadline.

Business development is not something you do when work slows down. It's a discipline you practice consistently throughout your career. Carve out a recurring weekly time block, even 30 minutes, and protect it. Pair it with an existing routine (after Tuesday's lunch, before Friday's wrap-up). For deeper reading on why this works, see "Atomic Habits" by James Clear.

7



Accept the math. One in three is the ceiling.

Even the best rainmakers in the world only convert roughly one-third of the people they meet into clients. That's the ceiling, not the floor. So don't take it personally when a prospect doesn't hire you. It's a numbers game. The more authentic qualified relationships you build and consistently maintain, the more work will come.

We are in the people business. Those who thrive are not necessarily the most brilliant minds. They're the ones who build trust, stay in touch, and make their clients feel genuinely cared about.

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 Top Voice