

How do “Rainmakers” market themselves?

Build a Strong Personal Brand

Rainmakers showcase their expertise, credibility, and unique value proposition through various channels such as social media, blogs, and speaking engagements. By establishing themselves as thought leaders in their industry, rainmakers attract attention and gain the trust of potential clients.

Utilize Speaking Engagements

Whether it's presenting at industry conferences, hosting webinars, or speaking at local events, these opportunities help rainmakers establish themselves as authorities in their field and attract new business.

Leverage University Affiliations

Rainmakers often leverage their university affiliations to network with alumni and tap into university resources. They may participate in alumni events, mentorship programs, or guest lectures.

Author Books and Blogs

Many rainmakers write books, articles, or blogs to share their knowledge and insights with a wider audience. By publishing content that is relevant and valuable to their target market, rainmakers position themselves as experts in their field and attract clients who are seeking their expertise.

Host or be a Guest on Podcasts

By interviewing industry experts, sharing their own valuable insights, and providing actionable tips, rainmakers can build a loyal following and attract clients who resonate with their message.

Engage with Their Network

Rainmakers actively engage with their network by attending industry events, participating in online forums, and connecting with peers and influencers. By nurturing these relationships, rainmakers stay top of mind and are more likely to receive referrals and new business opportunities.

Stay Current and Adapt

Rainmakers understand the importance of staying current with industry trends and adapting their strategies accordingly. They continuously seek new ways to improve their sales techniques, stay ahead of the competition, and meet the evolving needs of their clients.

Rainmakers are knowledgeable, persistent, confident and adaptable. They are problem-solvers and leaders.