

TEAM LEADERS

Gideon Grunfeld, President

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Before founding Rainmaking For Lawyers in 2004, Gideon worked for nearly a decade as a large law firm litigator and antitrust lawyer, first for Skadden Arps and then for Covington & Burling. He represented clients including Pepsi, Ralph Lauren, John Deere, and Exxon. Having a background as a human resources executive, he combined his areas of expertise to coach lawyers in building their books of business and to consult law firm leadership in aligning their practices to their values and goals. Gideon has assisted long-term clients in expanding to additional offices and directly contributed to the acquisition of millions of dollars in new business.



George Brandon, Vice President

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George has spent over thirty years in business development and marketing roles. He managed onboarding in a merger that created the largest litigation team in the U.K., provided consulting services to some of the largest international law firms in the world in relation to practice management systems including CRM, and most recently served as Business Unit Director for three departments, as well as International Director, at Am Law 200 firm Clark Hill.



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U.S. CROSS-BORDER STRATEGIC CONSULTING SERVICES



SERVICES FOR INTERNATIONAL LAW FIRMS
SEEKING TO GROW THEIR PRESENCE
IN THE U.S.

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THE CHANGING U.S. LEGAL MARKET

The United States is the biggest market for many international law firms, but rapid changes in the legal industry have caused the strategies they once relied on to become much less effective. The biggest U.S. firms have expanded rapidly, with the 200 largest firms, known as the Am Law 200, now accounting for over half of legal spend in an industry which annually generates over \$250 billion USD. Kirkland & Ellis, which leads the industry by revenue, currently employs about 2,600 attorneys and generates close to \$6 billion USD a year. It increased its revenues in 2021 by more than \$1 billion USD. The explosive growth of the largest firms has dramatically changed the landscape for foreign firms seeking to do business in the United States.

Am Law 200 firms increasingly represent the largest corporations and wealthiest individuals and are becoming more isolated from the rest of the legal industry. These changes make it more difficult for a vast majority of foreign firms to gain access to corporate clients and weaken the power of networks like Globalaw. The largest law firms are increasingly opening up international offices, thereby reducing their reliance on most foreign firms. The largest foreign firms have chosen to increase their U.S. presence by acquiring local firms and opening offices in American cities. This strategy relies on the ability to identify the right lawyers and to invest in expensive long-term leases. The upfront cost of opening an office in a major U.S. city runs into the millions, which is well beyond the reach of most foreign firms who want to grow their presence in the U.S. market.

THERE IS A BETTER WAY

Rainmaking For Lawyers (RFL) collaborates with foreign law firms seeking to grow their presence in the U.S. through strategic marketing and business development activities. For those looking to establish a foothold in the U.S. or in a particular U.S. market, we identify where and how foreign law firms can connect with their best potential clients and referral sources. For others that have already established themselves in the U.S., we coach their local lawyers to grow their individual books of business. We also guide clients in expanding their U.S. presence via mergers, acquisitions, and strategic alliances.

MISSION

Our mission is to grow your business in the U.S. RFL provides an exclusive resource for law firms to grow their U.S. business, providing advice, developing clear strategies and implementing them. RFL becomes an extension of the law firm in the U.S. The client's success in developing U.S. business is our success.



THE STRATEGIC CONSULTING SERVICE

CUSTOMIZED FOR EACH LAW FIRM AND CAN INCLUDE:

POSITIONING AND STRATEGIES

- Identifying your best potential clients and referrals
- Defining U.S. strategy, strategic planning
- Creating a U.S. roadmap
- Defining and implementing effective structures and processes

MARKETING

- Identify industry events
- Branding & positioning
- Analysis, benchmarking, surveys
- Content creation / material advice
- Digital marketing / social media
- Website reviews

BUSINESS DEVELOPMENT

- Identify potential clients and referral sources, make introductions
- New business support
- Client and referral management
- Coaching services
- Expert training sessions for partners, associates and staff
- Educate the U.S. market about our clients
- Webinars
- Podcasts
- Client portfolio audit
- Organize round table programs
- International development support
- Setting U.S. business rates and fees
- Create and implement business development budgets
- Assistance with collections

COMMUNICATIONS

- Using LinkedIn to improve marketing and networking
- Digital communications
- Media strategy and operational follow up with media relations
- Provide a U.S. desk to receive inquiries for each client