

DCP Marketing Services LLC

Growing Sales with Creative Strategies and Effective Communications

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Building Your Practice: A Personal Rainmaking Program

- **Set Quantitative Goals**
 - Increase business network and client referrals
 - Increase business from existing clients
 - Build awareness with prospects
- **Develop a Plan**
 - Analyze your success
 - Referral sources
 - Networking organizations
 - Develop elevator pitch with value proposition
 - Business networking plan
 - Develop win-win relationships with targeted referrers
 - Help your clients grow their business
 - Marketing plan
 - Publish in your area of expertise (articles, newsletter, social media)
 - Give briefings in your area of expertise
- **Hold Yourself Accountable**
 - 30-day review of status and adjustment of plan
 - 60-day review of status and adjustment of plan
 - Monthly review of status

David C Pinkowitz is President of DCP Marketing Services LLC, a full-service marketing communications firm that helps its law firm, accounting firm, and technology company clients increase their revenue by building awareness, developing relationships, and generating business prospects. Since 1996, David has served as part-time head of marketing for many of his clients. Typical client engagements include Web site development, E-mail Newsletters, Publicity, Social Media and Rainmaking Programs. David is an active member of Nassau Lawyers Assn, Jewish Lawyers Assn, LISTnet, HIA-LI, LIFT, LI STEM Hub, ConnectToTech and other LI organizations.

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