





The Rainmaker  
Companies

TheRainmakerCompanies.com

### The Rainmaker Niche Practice Communities



## Member Benefits & Resources

 <b>Industry Peer Network</b>	<p>Membership gives you direct access to a national network of growth-minded, industry-focused professional peers. Facing a challenge or an unfamiliar situation? Lift it up to the community for ideas and advice. Expand the reach of your practice through referrals. Make meaningful, lasting connections to enrich your career.</p>
 <b>Collaboration Platform</b>	<p>Engage with the community on an exclusive, members-only platform that enables open community discussions on current issues and challenges, sharing of templates, examples, and tools, and staying up to date on the latest member and industry news. Stay connected on PC or mobile device with a modern, intuitive interface.</p>
 <b>Virtual Roundtables</b>	<p>Participate in lively discussions around industry hot topics, best practices, and common challenges that fellow members face. Facilitators organize the flow of calls around key discussion points for maximum effectiveness. To optimize personal interaction, roundtables are conducted via video conference when not in person.</p>
 <b>Growth Team Consulting</b>	<p>Thinking about setting goals for your practice and the strategies that will help your team achieve them? Take advantage of access to Rainmaker's experienced niche growth consultants. An annual strategic checkup session is included with membership as well as ongoing Q&amp;A as needed.</p>
 <b>Member Practices Study</b>	<p>Learning what has (or has not) worked for others is one of the most effective means to growing a niche practice. Participation in the Member Practices Study helps you benchmark your practice, set goals, and gauge your progress, throughout the year. Issues surfaced in the study set the stage for deeper dives throughout the year.</p>
 <b>Resources &amp; Tools</b>	<p>Your practice can benefit significantly from Resource Members, a carefully curated set of strategic service providers that can enhance or extend your growth capability. Enjoy special offers, tools, and knowledge sharing opportunities available only to Community Members.</p>
 <b>Conferences &amp; Events</b>	<p>The Rainmaker SuperConference, the signature annual event for community members, morphed in 2020 due to the pandemic into a three-phase virtual event. In 2021 we are currently planning for two events, one in the spring which will be virtual due to current trends, and another in the fall – tentatively to be in-person.</p>
 <b>Market Positioning</b>	<p>By promoting your membership and active industry involvement, you enhance your market position and competitiveness. Clients and prospects value the evidence of a firm's immersion in the issues faced in their specific industry. When you run into a client need or issue beyond your capability, tap fellow members for assistance.</p>

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GROW YOUR PRACTICE.  
GROW YOUR SELF.