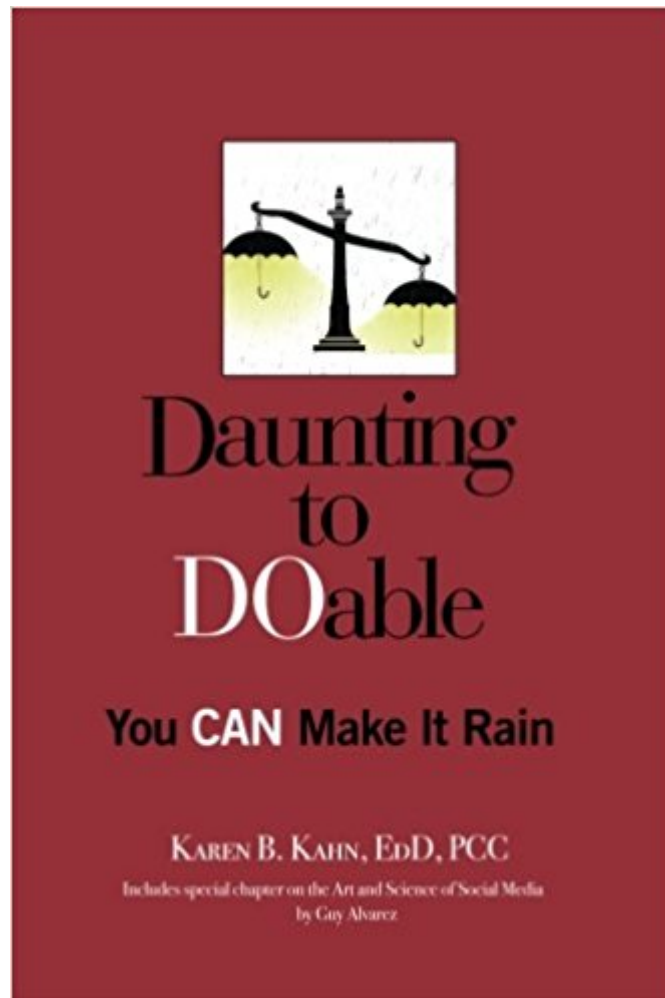




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# Daunting To DOable: You CAN Make It Rain



## Synopsis

Are you satisfied with the quality and quantity of the work you have? Are your business development efforts organized, clear and directed? Is your career going in the direction you dreamed of? If you answer "no" to any of these questions, *Daunting to DOable* is for you. This practical guide to business and relationship development provides step-by-step instructions to move from dreaming about success to having it. You will learn:

- The 3 Step Strategy for business development success
- How to talk to your friends about business
- A formula guaranteed to make rain and advance
- Components of truly effective conversations
- How to engage people authentically using your style

The title describes this book perfectly – if your efforts to make rain feel daunting (and scattered), you CAN make it rain with the easy to follow approach and formula outlined in the book. Using a very informal "coaching voice" Karen Kahn talks to each reader, encouraging them, emphasizing that THEIR way can be leveraged into success, and explaining how effective action can easily and naturally be integrated into his/her personal and professional life. It's just a matter of WHAT, WHO, HOW! You CAN make it rain with this book in hand – YOUR way. Use this new, step-by-step approach and get out the umbrella.

## Book Information

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## Customer Reviews

Karen offers practical guidance and tips to make business development approachable by all. She brings together real-world examples and her professional expertise into a highly useful resource that

truly will move objectives from daunting to doable. --Despina Kartson Chief Business Development & Marketing Officer, Morgan, Lewis & Bockius LLP Rainmaking may not always come naturally to lawyers, but through using the approach outlined in Daunting to DOable and working with Karen, we have seen that the skills can be taught. Often what holds lawyers back from actively developing business is feeling they simply don't have the time to focus on it. Karen gets lawyers. She really listens to each person's concerns and reservations, and works with them to shape her process and techniques to fit their reality and personality. Maybe most importantly, she shows them how to use these tools to build a gratifying legal career. --Ronald H. Shechtman Managing Partner, Pryor Cashman LLP Daunting to DOable: You CAN Make IT Rain presents a highly practical approach to business development for lawyers that is based on deep experience and psychological insight. I've seen Karen's approach to business development in action, and it works. --Jamie Hutchinson Chief Administrative Partner, Alston & Bird LLP The word "relationship" pervades Daunting to DOable, and it should. That's the foundation of any professional service business. Karen's background as a psychologist is front-and-center in her advice on how to change your own behavior based on others behavior to build the kind of real, lasting relationships that lead to business. --Geoff Goldberg Chief Advancement Officer, McCarter & English Karen really gets relationships and combines that with an amazing understanding of how to motivate attorneys. She's an excellent coach that drives real results! Daunting to DOable: You CAN Make It Rain should be a must read for all law firm attorneys focused on business development (and that should be all of them). --Lee R. Garfinkle Senior Law Firm Marketing and Business Development Executive Karen Kahn has many years of being a business development coach extraordinaire. In Daunting to DOable, she provides both basics and insights to those looking to build business. An easy read by a great coach. Get out the umbrella! --Cathy Fleming Former President, National Association of Women Lawyers In Daunting to DOable: You Can Make It Rain, Karen Kahn has written a fantastic book that is timely and practical. In a hyper-competitive legal market that is experiencing modest growth, it is absolutely necessary that lawyers approach business development in a way that is effective and most comfortable for them (and their prospective clients). Dr. Kahn provides several useful tips that will help readers generate business by simply listening and offering assistance, and not by coming across as used car salesmen. --Kenneth O. C. Imo, Esq. Director of Diversity, WilmerHale LLP A sensible approach to building a law business, presented succinctly and with practical application. Karen "gets it." In Daunting to DOable she shines a light on the nagging doubts that inhibit business development and gently urges the reader beyond personal roadblocks. Her

approach works, and it's not nearly as hard as trying to lose ten pounds! --Diane Ambler Partner, K & L Gates, LLP

Karen Kahn's book is both insightful and witty. The book removes the mystery from business development and sets forth in unprecedented fashion the specific processes that foster successful rainmaking at law firms. Lawyers at all stages in their careers will benefit from the many wise and strategic tips in this book. --Senior Partner at an AmLaw 25 Firm

Karen has captured the critical concepts and pathway to success as a rainmaker in terms that are easily understood, implemented and repeated. A great easy read and a map to success. --Harold Ruvoldt Partner, Sullivan Ruvoldt, PLLC

Daunting to DOable is a must-read for anyone wanting to learn clear steps for improving their business development skills. Karen's thoughtful advice and easy-to-understand method provide solid strategies for identifying your WHOs and developing your HOW plan of action. It also includes wonderful stories and insightful tips on how to handle the practical challenges of business development, including internal self-doubt. Karen's colorful anecdotes complement her methodology with clear evidence that her techniques work. Her book provides the recipe for successful business development in today's ever-changing legal marketplace. --Audra Dial Atlanta Office Managing Partner, Kilpatrick Townsend & Stockton

Karen Kahn has developed a method for business development that will change the way you think and work. Her ideas are simple to implement and highly effective for anyone from novice marketer to established rainmaker. Karen's passion and energy shine through in this book. She is a brilliant coach, thought leader, and all-around terrific woman! Thank you for helping so many of us understand how to DO business development. --Angela Beranek Brandt Partner, Larson King, LLP and Officer of the National Association of Women Lawyers

Karen's psychological and coaching training shine through in her approach to business development and her recognition that authenticity is central to any relationship. If you are trying to figure out how to make your business truly You, Inc. in the sense that it feels comfortable and natural to you, Daunting to DOable is a must-read. --Katherine Larkin-Wong President, Ms. JD

Karen Kahn is a pragmatic and passionate thought leader whose approach, laid out in Daunting to DOable, provides measurable results. For lawyers who undertake the daunting task of upping their game, this book provides practical advice for picking the right strategy and getting it done. --Kit Chaskin Partner, Director of Women's Initiative Network, Reed Smith

Karen's new book provides a fresh insight into the intersection between valuable relationships and business development. Filled with Karen's passion for impacting the growth and development of leaders, Daunting to DOable provides a clear roadmap designed to easily utilize and help readers thrive and authentically reach their desired business development

goals. --Tanya Y. Johnson Senior Diversity Manager, Perkins Coie LLP Combine decades of psychological insights into human motivation and the fears that stop us, with outstanding coaching skills, add a pinch of encouragement, a teaspoon of love and a step-by-step plan of action and you have a recipe for success. In Daunting to DOable, Karen has translated years of experience, deep knowledge and a passionate desire to help others achieve their dreams into a road map for career and business development success that is highly consistent with your personal values and goals. The smartest move you will make this year is blocking out some time in your schedule to read this book and begin to implement its recommendations. --John "The Purple Coach" Mitchell KM Advisors, LLC As coach, psychologist, and gender expert, Daunting to DOable: You CAN Make it Rain brings to the table a powerful and blended perspective that all lawyers can learn from. By focusing on multiple approaches for the HOWs, Karen empowers the reader to partner with many resources to find a natural, individual approach to develop a sustainable and measurable process for rainmaking success. --Jeanne Cullen Partner at an AmLaw 50 law firm Daunting to DOable is a quick, easy, and fun read, but most importantly, the approach works. Karen challenged me to make big plans, set big goals, and to execute. In order to execute and reach my goals, I followed Karen's plan by listening, taking action, and believing in myself. In less than 12 months under Karen's plan, I achieved my goal of equity partnership. Simply, Karen helped me realize my goals were DOable, and if you follow her steps, yours will be too. --Leah Rudnicki Partner, Reed Smith

Karen B. Kahn, EdD, PCC, psychologist and certified coach, has a reputation as the "go-to" person to generate success in the ever changing world of being an attorney. The expanse of her work is vast including strategic business development for individuals, practice groups, law firms and legal departments. Karen is not only a thought leader but a thought teacher. She is the psychologist and coach people go to when they really want to succeed. Sometimes personal trainer, sometimes best friend, as you read her words you know she is your silent partner, cheering for you, fine tuning your approach, and yes, pushing you to experiment outside your comfort zone.

This book sets forth a digestible, sensible guide to developing business. Karen Kahn accurately depicts what clients are looking for and how that leads to business for the attorney.

An invaluable resource for building your book of business

This is a great book!

No matter whether you are a junior associate or a partner you always should think about how to *“make it rain”*. My top three reasons (and there are more and different ones for everybody) why I highly value Karen’s book are: 1. Hands-on tips: Yes, there is an abstract explanation on what to do but the most helpful parts are the examples and suggestions given about what to do exactly 2. Long-term goals: It’s the “big picture” that matters and for each step Karen offers different approaches all leading me to become successful in a way I feel comfortable with 3. Easy to read: Yes, I value this book because it flows. It’s very well written, and everybody who had the pleasure of meeting Karen can picture her telling you what is written. Reading the book feels more like a conversation because you will find yourself nodding and making remarks like *“Well, that makes so much sense, why didn’t anybody tell me before?”*

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