

## 7 Rainmaking Habits of Effective and Efficient Executives

We each have good habits that serve us well and poor habits that make life harder than it should be. The following habits will help you generate more revenue, work less and increase your effectiveness.

1. Read for 15 minutes or more every day. You may be thinking, "I hardly have enough time to eat lunch during the day, where am I going to find time to read?" My answer is "that's the point." If you read more, it will give you the raw material to create more ideas, look at things differently and improve your situation. If you create time to read, it will create more time for you.
2. Write notes to people. While verbal thank you's are good, a personal, hand-written note is priceless. Not only will people read it, they will more than likely keep it. This habit will set you apart from 99% of the other people.
3. Incorporate the habit of asking for your peer's opinions in order to increase your knowledge of a subject. Set your pride aside even if you feel you are an expert. You cannot know everything.
4. Make good choices. Use the 80/20 Principle to identify the 20% of the inputs that are producing 80% of the results. When you happen upon these "sweet spots", put all the resources you have into them.
5. Work cumulatively. An example would be a speech. Pick a topic that has timeless value and can be applied to any industry, company or job. You can deliver this speech over and over and improve each time. You now have a quality "product" that is reusable.
6. Everyday is a marketing day. Contact three people, on average, each business day through writing, telephone calls and social occasions. If you are out of sight, you are out of mind.
7. Balance. People can sense balance and prefer to work with those who have it. People are at their best when they have strong relationships, good support systems and varied interests. It is obvious to others with the perspective that there is more to life than just work. Think about this one...

These habits will develop the following rainmaker attributes: breadth of knowledge, superb communication skills (reading comprehension, writing, listening and speaking) and innovation.

At the end of every day you should ask yourself the following three questions: What did I learn today? What did I do to create new business today? What did I do to build the reputation of the company and myself?

It is my hope you will incorporate these habits as you travel your own road to success.



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