

The 10PM Rainmaking Self Test

For solicitors. 10 questions. 5 minutes. If your growth runs on referrals you cannot predict, this is for you.

It is 10pm on a Sunday. Are you scrolling LinkedIn wondering where the next matter is coming from? This is for you. 10PM works with solicitors whose practice depends on referrals they cannot predict, repeat or scale — solos and small firm partners who know they should be doing more business development, but find that rainmaking loses every fight against billable work, family, and Saturday. If your week already has a recurring rainmaking ritual and you stick to it, this test will not help. Tick the box on each statement that sounds like you. Be honest. No one is watching.

- | | | |
|-----------|---|--------------------------|
| 01 | The numbers I do not know.
I cannot tell you, off the top of my head, how many new client enquiries I had last quarter, or what proportion converted. <i>Typical cost: you cannot fix what you cannot see.</i> | <input type="checkbox"/> |
| 02 | Rainmaking time blocked.
There is no recurring slot in my diary protected for finding new clients. Rainmaking happens between matters, or when work goes quiet. <i>Typical cost: no protected hours, no compounding.</i> | <input type="checkbox"/> |
| 03 | The one sentence.
If a contact wanted to refer me, they could not say in one sentence what I do and who I do it for. <i>Typical cost: every confused referrer is a stalled introduction.</i> | <input type="checkbox"/> |
| 04 | Follow up after the first no.
When a prospect says “not now”, I leave it. There is no system that brings them back six weeks later. <i>Typical cost: the “not now” pile is the largest part of your future pipeline. Untouched.</i> | <input type="checkbox"/> |
| 05 | Referral engine.
I have not asked a happy client for an introduction in the last three months. <i>Typical cost: one to three referrals a quarter you would have got by asking.</i> | <input type="checkbox"/> |
| 06 | Lead capture.
Someone searching my name today cannot leave their details on my site, schedule a call without an email back and forth, or download a useful thing from me. <i>Typical cost: every name search not captured is a lost lead.</i> | <input type="checkbox"/> |
| 07 | Qualification.
I have taken on a matter in the last six months that I knew would be a drain because I needed the work. <i>Typical cost: bad fit matters cost twice: they take time and they mask the pipeline gap.</i> | <input type="checkbox"/> |
| 08 | Pricing on hours.
I quote on hours by default. Fixed fees scoped on the value of the outcome are not part of my normal practice. <i>Typical cost: the efficient lawyer earns less for every hour they save.</i> | <input type="checkbox"/> |
| 09 | Visibility.
Buyers in my niche do not see anything from me in their feed in a typical week. <i>Typical cost: out of mind, out of mandate. The silent shortlist passes you by.</i> | <input type="checkbox"/> |
| 10 | Hope as a close.
After a discovery call, I send a follow up and wait. There is no defined next step the prospect has already agreed to. <i>Typical cost: warm prospects drift to whoever moves faster.</i> | <input type="checkbox"/> |

Score your pipeline

Count the boxes you ticked.

0 to 2 ticks

Your rainmaking discipline is strong. Either you have a system already, or your network is reliable enough you do not need one. Anything you build from here compounds what is already working.

3 to 5 ticks

Your pipeline is leaky. You are growing despite your habits, not because of them. The cost is hidden because referrals are masking it. Honest estimate: **one to three matters a quarter** that should be in flight, are not.

6 to 10 ticks

Your growth runs on hope. When referrals are good, you eat. When they are not, you panic. This is the pattern that turns into "I should hire a marketing person" and ends in expensive disappointment. Fix the system, then revisit the headcount question.

The maths in one line

Three matters a quarter that should be in flight, are not. At an average matter value of **£15,000** for a small to mid sized practice, that is **£180,000** of revenue you will not see this year. Compound it across three years. The cost is the year you keep doing the same thing.

Three honest caveats

- This test diagnoses rainmaking discipline. It does not diagnose your offer. A weak offer with great rainmaking discipline still loses.
- Rainmaking discipline is a learnable skill, but it does not happen by accident. The cost of building the habit is real.
- If you love rainmaking and consistently make time for it, this is not for you. The 10PM angle is for owners who refuse to act as their own SDR.

Run by Anne Peire

10PM is run by Anne Peire after 15 years in enterprise B2B sales at Fountain, Soldo and Verizon. \$10M closed. Challenger trained. 10PM does not sell coaching, headcount, or lead generation. 10PM builds the system that does the rainmaking work in the background, so the solicitor stays in matters.

Already overwhelmed by admin too? The 10PM Time Leak Self Test diagnoses the operations side. Both PDFs at 10pm.works/test.

Ticked 3 or more? Your practice has the relationships. The week does not have the discipline.

Two ways to act, both at 10pm.works/test.

1. The Sunday 10PM Email. One practical idea every Sunday at 9pm to help solicitors reclaim time and create capacity without hiring. Five minutes to read, never a pitch.

2. Book a 15 minute Rainmaking Review. A call to decide whether what 10PM is building is right for your practice.

anne@10pm.works



Scan to do both

Found this useful? Pass it on.