

The Rainmakers' Star Machine

Converting Briefcase Warriors into Stars through Realignment, Image Molding, Promotion & Connectivity

The New Reality

Professionals, consultants, financial services pros, realtors, tech pros and others in many fields are facing difficult challenges: Intense competition. Rapidly changing technology. Novel marketing tactics. Written marketing text giving way to the demand for video. And trust on all levels has eroded dramatically. Add to the equation: individuals and small to mid-sized organizations usually have limited business development resources and budgets. Leaders recognize these challenges but are hard pressed to meet them. Now there is an affordable solution: The Rainmakers' Star Machine.



Recording one of our clients in the studio.

There are two client development tracks available to our clients:

1) Client Prospect Generation

We offer a unique program to help people like you generate high-quality referrals from accountants, attorneys and other trusted advisors. We anoint you as a "Practice Development Advocate" for the professions. We then enter the picture, providing practice development services to the professionals. These normally carry substantial fees. But, they are free to the professionals because you sponsored them. In appreciation for this benefit, they "pay back" your help in the form of referrals.

1) Comprehensive Client Development Services

The Model: In the entertainment industry, personal managers guide the careers of "the talent", planning career progress, opening doors and coordinating awareness-building campaigns. We have adopted a similar model helping professionals and business leaders in many fields optimize their success. Our tactics ...

1) Realignment: We begin the process with a *Personal Reality Check or Marketing MRI* to uncover issues leading to disappointment or failure. This is followed by findings review sessions, marketing plan development and continuing coaching.

2) Image Molding: Optimized success requires that professionals and business leaders rise above the competition and be truly different. Otherwise there is a danger of "commoditization" that leads to competitive challenges and price pressure. We develop unique positioning and messaging for our clients, and they truly stand out.

3) Promotion: A high "Awareness Quotient" is essential. We employ our event planning, video production and digital marketing capabilities to help our clients become well-known. Our tactics:

- Creating public speaking opportunities
- Featuring clients on Internet TV shows
- Promoting our clients as experts on panels (live and on-line)
- Producing video newsletters and special video reports for them
- Producing other video productions: FAQs, book reviews, course promotions, infomercials and other initiatives
- Managing digital marketing campaigns

4) Connectivity: We build and manage dedicated business networks for our clients. As the saying goes, "you need to kiss a lot of toads before a princess or prince appears". Our proprietary system negates this issue and assures quality referrals.

Fees: Our fees are calculated based upon the scope and nature of services: Flexible and affordable.

Examples of Videos Promoting our Clients



Here is a behind-the-scenes view of our studio in Sarasota, Florida. We produce high-quality videos to promote our clients in a wide variety of ways. We also record our clients remotely. So, wherever they are, we can produce top quality programs. And we provide professional spokespersons to represent our clients. Regardless of your marketing challenges, we can deliver solutions that are always cutting-edge.

1) Truly Unique Videos

We want our clients to become well-known, so we strive for our videos to “go viral” and be unique when required.

Click here to view a unique video for a realtor: [Ballerina](#)

Click here to view a video in which our client interviews non-humans: [Is Sarasota Going to the Dogs?](#)

Click here to view a law firm video newsletter featuring our “dog spot” (a gorilla) near the end:

[What's New - Business and Finance - Alternate Ending](#)

2) Internet TV Segments

These are interviews, using a talk show format, to promote our clients. Focusing on topics that will highlight specific products and services, they are designed to close new clients and expand services to existing ones. The videos are posted on clients’ websites, imbedded in marketing materials and uploaded to YouTube and other platforms. Click here: [Tax Segment](#)

3) Special Video Report

These are ten to fifteen-minute videos that focus on a specific product or service. They are designed to introduce a new service, expand services to existing clients and attract referrals. The reports are posted on client’ websites, imbedded in marketing materials and uploaded to YouTube and other platforms. Click here: [Maggi Episode \(English\)](#)

4) Presentation Video to Highlight you with Meeting Planners

It is important for many of our clients to secure speaking engagements in order to promote more awareness and engage new clients. They do not always have quality video of themselves speaking at an event. To circumvent this challenge, we produce highlight videos to demonstrate their speaking abilities for event planners. Click here: [New York Attorney](#)

5) Newsletters and News Flashes

People are besieged by text rich newsletters. And fewer people have the time to read them. Our solution: An entertaining and informative video newsletter or brief News Flashes distributed to clients and contacts. This is the new wave in professional firm promotion and marketing. They are branded specifically for each client. Click here: [What's New - Business & Finance - Standard Ending](#)

6) Social Media Videos

We help clients create social media marketing campaigns using short videos that are posted on appropriate platforms: YouTube, Facebook, LinkedIn, Twitter, Instagram, etc. These are short videos with a call to action, and a database of prospects is created.

Click here: 1) [P. I. Attorney](#) 2) [NY Real Estate](#) 3) [Elder Care](#)

7) On-line Panels

With the “new norm”, we are producing multiple on-line panels on a variety of topics: Business, real estate, divorce, eldercare and others. Because they are on Zoom, the video and audio quality is not of the same quality as our other productions, but they keep our clients’ names in front of the public. The panels are recorded and distributed widely to our clients’ contacts. Click here: [New York Real Estate Panel Discussion - December 10, 2020](#)