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*For Immediate Release*

**Rainmaker Coach™, First-of-its-Kind App for the Legal Profession, Now Available on iTunes®**

Ann Arbor, Michigan – March 20, 2013 – Business Development Inc., a nationally renowned client and business development consultancy for law firms and other professional services entities, today announced the availability of Rainmaker Coach™, a first-of-its-kind app for the legal profession. The app is now available on the iTunes® App Store for iPads® and iPhones®. Developed based on extensive feedback from lawyers and law firm clients, Rainmaker Coach™ supports, simplifies and organizes lawyers' business and client development activities. For more information or to view "how to use" videos, please visit [www.BusDevInc.com](http://www.BusDevInc.com), and click the Rainmaker Coach™ App page.

Rainmaker Coach™ provides an instantaneously accessible source of information, including "Top 10" tips and tools to help lawyers make the most out of common business and client development situations. The app strengthens lawyers' business and client development planning, implementation, scheduling, follow up and reporting.

"Lawyers and law firm marketers are on the go and need immediate access to information and tools that can help make the most of time spent trying to develop new business," said Julie Savarino, Managing Director of Business Development Inc. Savarino, an attorney, is a nationally renowned expert in client and business development for lawyers, law firms and other professional services entities. "Rainmaker Coach™ was developed based on input from dozens of lawyers and law firm marketers about what kinds of information and tools they need at their fingertips, via mobile device, in order to develop and maintain relationships that drive revenue growth."

The current version of the Rainmaker Coach™ includes numerous business development checklists for common scenarios, such as attending a conference, preparing for a pitch meeting, making the most of your LinkedIn account among numerous other checklists. The app also offers note-taking capabilities – both typing and dictating – to make it easier for business developers to make to-do lists, note conversational details and set follow-up reminders. Notes and/or reminders can then easily be emailed from the app. A Droid version is in development.

"This app is great because it gives me another tool in my 'tool box' to help lawyers maximize the results from business development efforts. It also gives me a new resource to get refreshers as needed and I can take and send notes and reminders to myself and members of my team as appropriate," said Mary Hendrix, Director of Business Development and Marketing at Jackson Kelly PLLC, who tested the beta version.

**About Business Development Inc.**

Business Development Inc. is a certified women-owned company operated by Julie Savarino, a lawyer who worked previously as a professional business developer for a major accounting firm. In over 20 years of operation, the company has built a reputation in the legal and professional services industries for integrity, excellence and delivering results. It the only company in this space that utilizes actual clients in training and coaching programs, offers money-back guarantees on most services and gives back routinely through *pro bono* efforts and donations. The company also founded the internationally acclaimed *Marketing Partner Forum*®, now owned by Thompson Reuters.

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