

Practical Success

Cordell M. Parvin

10 Days To Launch Your Client Development Efforts: Days 1-5

Have you ever heard the term: “Chunking?” The essence of it is to learn in small chunks. I am sure you can find many discussions of the concept if you search on Google.

A lawyer, who had read about chunking, asked me to write a day-by-day short action plan to get started with client development.

This column and my next one will be how to get started in 10 days. So, I urge you to try an experiment over the next 5 days and implement each item below and then when my April column is printed go back and implement my ideas for days 6-10.



Day 1: Self-Assessment

Create a “self-assessment.” Where are you now?

1. What are your strengths? To find your Top 5, take the Gallup StrengthsFinder 2.0 Survey.

2. What do you believe is the best way you can utilize your strengths for client development.
3. Do you have a plan? (If you don't, I urge you to create one. If you need help, I have a

LexBlog Webinar that is on YouTube.)
<http://www.youtube.com/watch?v=hoFneX7m6cw>

4. Are you making time for client development?
5. Describe your current clients.
6. How are the clients you are attracting finding you?
7. What client development activities have you done this year?
8. What client development activities do you enjoy the most?
4. What client development activities do you believe gave you the greatest return on your time investment?
5. Is client development a habit? If not, consider making a list of activities each week.

Cordell M. Parvin built a national construction practice during his 35 years of practicing law. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development, planning, and client development. You can subscribe to his Blog at <http://www.cordellblog.com/>, connect with him on LinkedIn at <http://www.linkedin.com/in/cordellparvin>, join his Facebook Fan Page at <http://www.facebook.com/pages/Cordell-Parvin-Lawyer-Coaching/222291473905?ref=ts>, and follow him on Twitter at <http://twitter.com/cordellparvin>.

Day 2: Where Do You Want to Take Your Practice?

1. Describe what you feel would be success at this point in your career.
2. How much business do you want to be generating?
3. Describe your ideal clients.
4. How are your ideal clients finding you?
5. What kind of work do you want to do for your ideal clients?
6. What additional work can your firm do for your ideal clients?
7. How do you believe you can convince your ideal clients to select you and your firm over other lawyers or law firms?

Day 3: What You Need to Do to Get There

On Day 3, figure out what you need to learn to get there. So, ask yourself and answer these questions:

1. How much non-billable time are you willing to spend in a year on your own development and client development? (I recommend 400-500 hours a year).
2. How much of that time are you willing to spend on your own development? (This depends on your experience.)
3. What law or legal skills do you need to learn to become more valuable to your target potential clients?
4. Where can you learn? What CLE programs? What books? What articles? What blogs?
5. What do you need to learn about your clients' business and industry? Where can you find what you need to learn?
6. What do you need to learn to become more effective at client development? Where can you find what you need to learn? What books would be most helpful? (You pick the topic and I will share with you my ideas of what book to read).

Day 4: How Will You Raise Your Profile?

On day 4, I want you to focus on how you can raise your profile (visibility and credibility).

1. Is your website bio effective?
2. Is it current and updated?
3. Are you completely satisfied with your photo?
4. Does it show your representative experience?
5. If you have listed articles and presentations, are there active links?
6. Would it be more effective for you to raise your profile by writing and speaking to industry groups or by being active in your community and/or the Bar? Which activities would you enjoy the most?
7. What profile building activity would give you the greatest return for the least investment of time?
8. Your clients and target clients belong to what industry associations or civic groups?
9. What publications do your clients and potential clients regularly read?
10. Can you raise your profile by blogging?
11. What problems, opportunities, or changes are your clients dealing with that would be effective topics for articles, blog posts, or presentations?
12. Are you using LinkedIn, Twitter, Slideshare or any other social media to distribute what you have written or presented?

Day 5: Writing and Speaking To Get Hired

Day 5 is for those of you who see the value of writing and speaking to get hired. It worked for me and will work for many of you.

1. What are the top topics your clients and targeted potential clients care about now? (Note: what are the problems, opportunities or changes they are encountering that create legal issues?)

2. Do you want to write blog posts or longer articles and get them published?
3. If you are blogging, what headlines for your topics would attract your targeted reader and would lead a Google search to your blog post?
4. For each article or blog post, why would your clients and targeted potential clients want to read this?
5. What do you want your clients and targeted potential clients to take away from the article or blog post?
6. What do you want them to think about you after reading what you have written?
7. If you plan to write an article, what would be the very best place to get it published?
8. Is there a topic that could serve as a “guide” for your clients and targeted potential clients?
9. After you write an article, blog post or guide, how can you best make sure your clients and targeted potential clients see it?

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