

## [Are Senior Lawyers Giving You Outdated Ways to Get Business?](#)

Posted by [Cordell Parvin](#) on June 20, 2011

You may hear some senior lawyers say: "Just do great work and the clients will come."

You may hear other senior lawyers say: "It's not what you know, but who you know."

Those approaches worked well by themselves when the football team in Houston was called the Oilers, but they are not enough now. Today, there are plenty of fine lawyers doing very good work. Clients are no longer local and no longer loyal. They have more choices and less time to choose.

The net of all these changes is: "You have to become visible and credible to the potential clients who can hire you." Because lawyers are creating so much content and pushing it at clients, the content you create must be more valuable and must pull clients to you. To create that valuable content, you should constantly read news and business articles in order to anticipate what legal issues your clients and potential clients may face in the future.



**Cordell M. Parvin** built a national construction practice during his 35 years practicing law. At *Jenkins & Gilchrist*, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, [www.cordellparvin.com](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).