

[26 Things You Need to Know to Build Your Practice](#)

Posted by [Cordell Parvin](#) on June 27, 2011

Wow, this year is passing by quickly. We reach the mid-point this week. How have you done so far? Have you created a plan, set goals, worked on actions to achieve the goals?

I practiced law and learned about client development from the seat of my pants at the beginning of my career. I probably learned more from my mistakes than I ever learned from my successes.



Over the last several years I have worked with young associates, junior partners and senior partners, many of whom are just like you. Based on my own client development efforts and the work I have done with lawyers, I have a good idea what you need to learn to be successful. Here is my list:

1. Planning and Motivation
2. Attributes of successful lawyers/people (I did a guest post on this subject on Friday titled: [Ask Friday! Superstars Edition by Cordell Parvin](#))
3. What you want to achieve
4. How to set goals
5. How to prepare a plan to achieve goals
6. What kind of client development will best work for you
7. Making time and time management
8. Getting organized for a more productive day
9. The importance of getting outside your comfort zone
10. How to stay motivated and accountable
11. Patience and Persistence
12. Visibility and Credibility-Building Profile
13. Identifying best approach for you
14. What organizations will be best for you
15. How to write an article: picking the topic, how long, title, opening, closing
16. How to give a presentation: picking the topic, getting the opportunity, homework before the presentation, PowerPoint, opening, format, speaking skills, handout
17. Social Media: blogging for business, LinkedIn, Facebook, Twitter, other
18. Building relationships and Getting Hired
19. Networking
20. Sources of business
21. How to focus on contacts (client relationship management)
22. How selling legal services is different
23. First impressions

24. How clients select: importance of website bio, relationships, recommendations, strength of weak ties, building trust and rapport, developing questions, listening skills and how to ask for business
25. Client Service and Cross-Selling: what clients want, how to deliver it, ways to add value, cross-selling planning
26. Developing the team: leadership, team building, motivating younger lawyers, supervision and feedback

If at least 20 of you are sincerely interested, over the second half of this year I will post 5-10 minute podcasts each week on the subjects listed above. Please let me know you are interested by posting a comment here or on my Facebook coaching page. If we go forward I will invite your specific questions for me to answer in the podcast each week.

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 or contact him at cparvin@cordellparvin.com.