

## [10 Days to Launch Your Client Development Efforts: Day 4](#)

By [Cordell Parvin](#) on July 11th, 2013



On day 3 you focused on what you need to learn to become more valuable to your clients. Today, I want you to think about what steps you will take to raise your profile (visibility and credibility). Here are some questions to get you started:

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?

**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).