

[10 Days to Launch Your Client Development Efforts: Day 7](#)

By [Cordell Parvin](#) on July 16th, 2013

Today, I want you to focus on your contacts and relationship building.



1. Make a list of all of your contacts.
2. Rate them 1-10 three ways: How often in contact; nature of contact (email only is a 1, in-person is a 10); how important they are (someone who you will never do business with is a 1, a client is a 10). Read: [Want to be More Focused about Your Contacts?](#) to get a better idea.
3. For each contact, what do you know about him or her on a personal level?
4. Who are your “strong ties?” (close friends, family)
5. Who are your “weak ties?” ([Take a look at The Strength of Weak Ties](#))
6. Who are your “dormant ties?” (people you know, but have not been in contact in some time)
7. How can you create more “weak tie” relationships with people who will learn what you know?
8. How can you reconnect with your “dormant ties?”

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DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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.