

[Top Tip to Attract New Clients](#)

By [Cordell Parvin](#) on December 4th, 2012

If you are a regular reader you likely know that I frequently say:

I am frequently asked for my top tip on attracting new clients. Put simply:

You want to increase the number of “weak ties” who influence your target market and know what you can do to help those potential clients.

Do you know what “weak ties” are? You can read the science behind it here: [The Strength of Weak Ties](#). My simple definition is:

Contacts that are not in your inner circle of family and friends.



How do you increase the number of “weak ties” who know what you know? You need a strategy aimed at giving them a greater opportunity to find you.

I suggest you create content they will value and find important. More specifically, I suggest you provide information your target market does not know and needs to know.

Once you create the valuable content, use the platforms where your “weak ties” hang out to publish and distribute it. Those platforms might be social media sites, or it might not be.

So,

- Who is in your target market?

- Who influences them?
- What does your target market need to know right now?
- What platforms can you use to get the answer to the target market and their influencers?

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.