

## [12 Things You Should Know Before Your Next Blog Post](#)

By [Cordell Parvin](#) on March 5th, 2013

1. Who is your intended reader?
2. Is your intended reader a businessman or a lawyer?
3. Why will your reader care about this post?
4. What else has been written on your blog topic recently?
5. What do you want your reader to take away from the post?
6. What do you want your reader to think about you?
7. If a potential client was doing a Google search of your blog topic, what would the client search?
8. If the potential client did a search of your blog topic, would the client find your blog?
9. If your reader only saw your headline, would he or she click to read more?
10. Is your blog easy to read on a mobile phone or tablet?
11. Will your intended reader pass your blog along to colleagues and industry friends, and if so, for what reason?
12. What will you do to promote your blog so your intended target reader sees it?



# Cordell Parvin Blog

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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).