

[Law Bloggers: Are You REALLY Reaching Your Target Audience?](#)

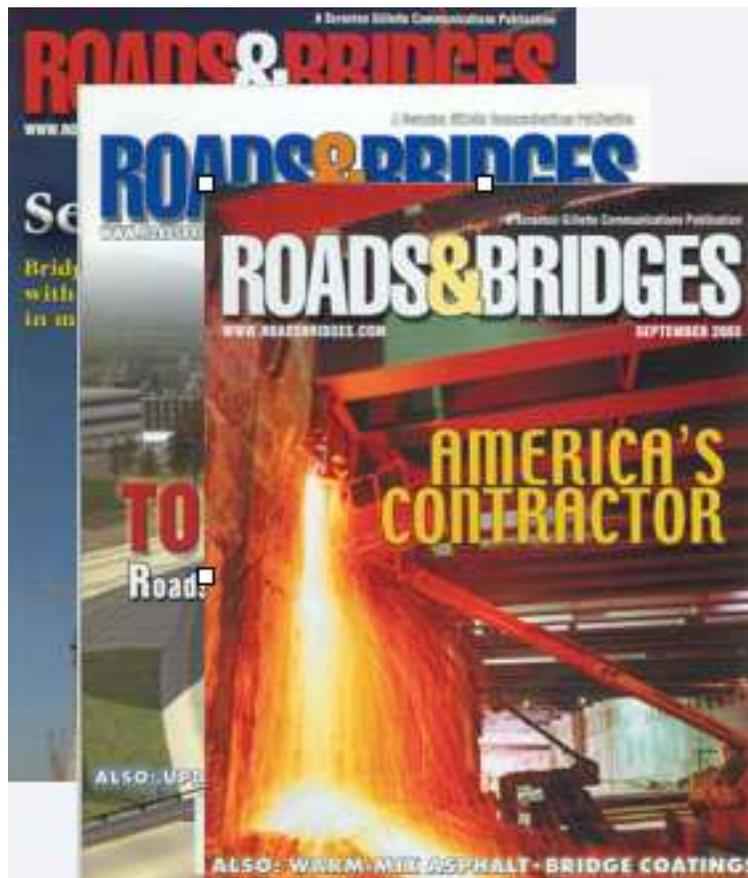
By [Cordell Parvin](#) on June 27th, 2012

Are you blogging? If so, what exactly is your point? To answer that you must consider:

1. Who is my intended reader?
2. What do I want the reader to gain from reading my blog?
3. What do I want the reader to think of me, and/or my firm?

As a lawyer who practiced law for a long time, I think I ought to be able to answer those questions when I read your blog posts. But, surprisingly, I frequently have no clue.

If you are a regular reader, you know that I wrote a monthly column for [Roads and Bridges magazine](#). When I first started writing in the early 80s I picked the title of the column: [Law: The Contractor's Side](#).



The very title of my monthly column made it clear that contractors were my intended readers. I wanted contractor readers to be alerted to potential problems, opportunities and changes they might face and to be better prepared to deal with them. Sometimes I wrote about a case and described how the situation could have been avoided or handled more effectively.

I wanted contractors to think two things about me from reading my column. First, I wanted them to believe I was the “go to” lawyer, who not only understood their construction law issues, but also understood the construction industry and their business.

These focused and well thought out ideas provided the framework for every monthly column I wrote for 25 years. Do you have your own framework for your blog posts?

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.