

## [Blogging, Twitter and LinkedIn Can Help Build Your Practice](#)

By [Cordell Parvin](#) on January, 23rd, 2013

I really enjoy coaching lawyers who are open to trying new things to build their practices. [Ernest Badway](#) from [Fox Rothschild](#) is one of those lawyers. During our coaching, Ernie started blogging and worked really hard blogging and using social media to build his securities practice. He is an avid blogger on the firm's [Securities Compliance Sentinel](#). He is also on Twitter [@ebadway](#).

Recently Ernie was named by the [Compliance Exchange](#) in: [Who Compliance Professionals Should Follow on Twitter in 2013](#). He was in good company as others named included Bloomberg News and Wall Street Journal WSJ MarketBeat. I asked Ernie to share some thoughts with you.



Of course, this is the time of the year we all make our resolutions and determine how we plan on (hopefully) conducting ourselves in the New Year. I, therefore, thought it would be the appropriate time to lay out my social media priorities for the upcoming year.

Initially, I had an interesting year blogging and using Twitter and LinkedIn. In fact, I was honored by The Compliance Exchange by being named as someone “Who Compliance Professionals Should Follow On Twitter in 2013.” Over the last year, I have used my blogs, Twitter and LinkedIn interchangeably to communicate with both current and potential clients. Many clients have indicated to me that they value the

material I post on these media, and have found the material both timely and useful in their businesses.

However, given this experience, there is much room for improvement. One area that I will remedy in the first quarter of this year is I plan on blogging in much shorter and concise postings. Further, I intend on grouping my blogs. For example, one week may be about RIAs while another may deal with issues effecting BDs. Of course, we may have the occasional “out of place” entry, but that will be detected by the events of the day.

It looks like 2013 is shaping up to be a wild year in the securities industry. I will enjoy sharing having blog readers, Twitter followers and LinkedIn connections come along for the ride!!

**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).