

5 Days to Make Your Blog More Valuable: Day 1

By [Cordell Parvin](#) on September 30th, 2013

A lawyer I coach said to me that his firm should hire me to write the firm's 9 blogs. I replied that lawyers practicing in the specific areas of the 9 blogs should write them. But, I thought I might be able to help by editing some of them. This week I want to offer my thoughts on how you and your firm can blog more effectively.

For this 5 day series, I will not discuss the design, layout or the technology. I leave all of those things to the [LexBlog](#) experts and I recommend you leave it to LexBlog also.



For Day 1, let's focus on finding an appropriate topic to blog on. Some topics are time sensitive. Those include:

- A new case
- New legislation
- A new regulation
- Industry business news
- Something that you see that will potentially impact your clients

Other topics are not time sensitive. I will give you some examples for the construction industry:

- Contract Disputes
- Alternative Disputes Resolution

- Project Documentation
- Scheduling Issues
- Quantification of Additional Costs
- Differing Site Conditions
- Claims for Delay

What are the topics that are not time sensitive that your readers and potential clients would find most valuable?

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