

[10 Days to Launch Your Client Development Efforts: Day 3](#)

By [Cordell Parvin](#) on July 10th, 2013



On Day 1, you did a self-assessment. On Day 2 you created a vision of where you want to be in 3-5 years. Today let's figure out what you need to learn to get there. So, ask yourself and answer these questions:

1. How much non-billable time are you willing to spend in a year on your own development and client development? (I recommend 400-500 hours a year).
2. How much of that time are you willing to spend on your own development? (This depends on your experience.)
3. What law or legal skills do you need to learn to become more valuable to your target potential clients?
4. Where can you learn? What CLE programs? What books? What articles? What blogs?
5. What do you need to learn about your clients' business and industry? Where can you find what you need to learn?
6. What do you need to learn to become more effective at client development? Where can you find what you need to learn? What books would be most helpful? (You pick the topic and I will share with you my ideas of what book to read).

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

As you know, we are launching our next Group Client Development Telephone Coaching programs later this month. Right now we need 3-4 young law firm lawyers who graduated in 2009-2011 to complete a young lawyers coaching group. If you are interested, contact jflo@cordellparvin.com. I am confident you will enjoy learning and working with other young lawyers.

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.