Client Development: Become a Magnet (Go To) Lawyer

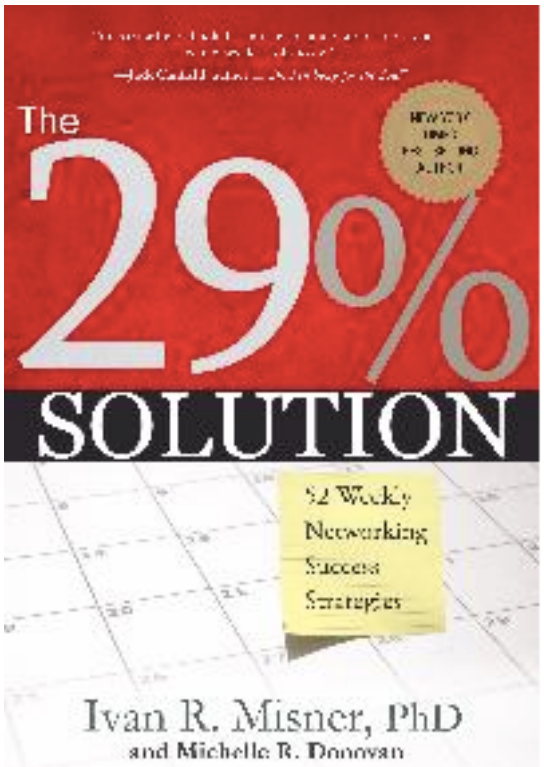
By Cordell Parvin on October 14th, 2014

One client development key: Become remarkable in the eyes of potential clients so that they will seek you out."

I read an article written by Dr. Ivan Misner, a New York Times bestselling author, who wrote The 29% Solution: 52 Weekly Networking Success Strategies

The point of the book is that 29 percent of us are connected.

The book has a 52-week program to help readers become part of the 29 percent. You might be surprised to learn that Dr. Misner believes introverts are better at networking than extroverts. If you want to get a preview of what you will learn from the book take a look at The 29 Percent Solution – Book Review.



In Misner's article I found the following interesting:

1. In business, being a magnet means being recognized as a “go to” person and that includes knowing people who can solve other people’s problems.
2. We tend to attract people like ourselves. Busy people attract busy people, making it more difficult to get together, but the rewards are great when a group of busy people get together.

What can you do to become a magnet and attract clients?

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkens & 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.