

## [Business Plans: How One Construction Lawyer is Planning for 2015](#)

By [Cordell Parvin](#) on December 29th, 2014

### **My 2015 Business Plan:**

My plan 2015 has many similar goals to past plans, most of which focus on getting in front of current and potential clients. But, this year's goals will be achieved in somewhat different ways than in the past.

In 2011, [Lamson, Dugan and Murray](#) partner, [Craig Martin](#), wrote: [A 2012 Business Plan to Get in Front of Existing and Potential Clients](#). I asked Craig to share his ideas with you on his plan for 2015.



### **Relationship Building:**

This year I will be serving on the Boards for both the [Cornhusker Chapter for Associated Builders and Contractors](#) and the [Omaha Chapter for the National Association of the Remodeling Industry](#). These board positions should provide excellent opportunities to build relationships with industry members.

## Industry Presentations:

I will continue to provide Lunch & Learns for clients and friends in the construction industry. This year I have also been invited to present at a bonding company's regional meeting for its Midwestern clients. I am also looking into providing a webinar for ABC National. Blogging. I will continue to blog twice a week on the [Construction Contractor Advisor](#) , writing about construction industry trends and topics of interest. Blogging has become a tremendous resource for new clients. My goal this year is to be named in the [ABA Journal's Blawg 100](#).

While this year's plan is not full of new ideas, it is so rewarding to reap the benefits of previous year's business plans. If I had not made it a goal to become more involved in industry organizations, I never would have been asked to serve on these boards. If I had not been presenting to industry members, I never would have been asked by a bonding company to speak at their regional meeting. And, if I had not been blogging, I would not have generated nearly as many clients or gotten to the first page of Google for Nebraska Construction Attorney searches.

**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).