

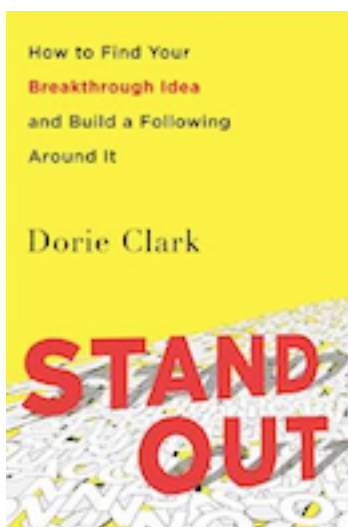
## [Client Development: Stand Out Now](#)

By [Cordell Parvin](#) on July 29th, 2015

If you are looking to develop business you have to stand out from a very crowded legal market.

Several months ago I shared some ways to do that. [How to Stand Out in Any Crowd](#).

I recently read an interview with marketing guru [Dorie Clark](#). As you will see from her website, she has written a new book: [Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It](#).



I haven't read the book yet, but I found an [interview](#) about the book. She says:

If you want to compete in a very globalized economy, where everybody's coming at you, there's competition everywhere, you need to develop a reputation as being an expert in your area. You have to give people a reason to want to do business with you.

As a lawyer, how to you become an expert in your area? Put simply, you have to be more curious than your competitors and spend quality time doing research on what is going on and how it impacts your clients.

Dorie Clark then recommends that you develop your expert niche practice. I can attest that this works.

I went from commercial litigation to government contracts litigation to construction government contracts litigation to transportation construction contracts litigation. When I got to that point I expanded the niche by doing more than litigation.

I urge you to continue reading the interview because her suggestions just might work for you.

**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).