

[Client Development: What to do If You Have Only One Hour](#)

By [Cordell Parvin](#) on April 17th, 2014

I recent received this question:

If I only have 1 hour a week to spend on marketing, what would be the best use of that time?



Answer: The answer depends on what your top 5 [StrengthsFinder](#) strengths are and where you are in your career.

Some of you are strong networkers or strong relationship builders. If you are, spend your hour away from the office with someone. Those were not my top strengths. If your strengths are like mine, you want to spend that hour writing an article or blog post, or preparing to make a presentation.

If you are a young lawyer, spend that hour raising your visibility and credibility to your target market.

If you are a senior lawyer, spend that hour contacting clients or doing something of value for clients like sending them something.

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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.