

## [Client Development: What Are You Doing This Week?](#)

By [Cordell Parvin](#) on November 5th, 2012

It's Monday. There are only 2 1/2 weeks until Thanksgiving. The election is tomorrow (Thank God, the campaigning and media coverage is coming to an end).



What are you doing for client development this week? Will you do anything differently depending on the outcome of the election? Do you have your client development for the week in a plan, or will it simply be random when you see an opportunity?

What client development activities did you undertake last week? Did you visit any clients, go to any events, write an article or blog post, give a presentation, attend a Bar or community event? If so, do you have a plan to follow up?

I planned my non-billable client development plan each week. It helped me stay focused like a laser beam. I knew if I did not plan each week, I would either just do my billable work, or be scattered all over the place with no real focus.

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**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).