

## [Client Development: Is your blog “a purple cow?”](#)

By [Cordell Parvin](#) on August 3rd, 2015

In March 2010, I wrote: [Make Your Blog Unique to Get Potential Clients to Read it](#). I wonder how many additional law blogs have been created in the last 5 plus years.

When I first started blogging, I read [Seth Godin's](#) book [Purple Cow, New Edition: Transform Your Business by Being Remarkable.](#)



Take a moment and read what Seth Godin wrote in a 2003 [Fast Company Magazine](#) article: [In Praise of the Purple Cow](#).

To borrow a quote from the book:

Your blog is either “a purple cow” or it is not. It is either “remarkable” or it is invisible.

I imagine that the first lawyer’s blog was remarkable. After all it was the first and it was in uncharted territory. Now there are thousands of blogs by lawyers. It is far more challenging to have a blog that is remarkable.

If you are blogging:

- What makes your blog remarkable?
- What makes you and your co-bloggers different or unique?

- What sets your blog apart for the readers you and your firm want to discover your expertise?

If you cannot answer those questions, you are blogging for the sake of blogging and your blog is likely invisible.

P.S. Are you a lawyer I coached? If so, I invite you to do a guest post on my blog. Send me your draft on some aspect of client or career development, leadership, mentoring, motivation or another topic.

**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).