

[10 Days to Launch Your Client Development Efforts: Day 6](#)

By [Cordell Parvin](#) on July 15th, 2013



Today, I want you to focus on speaking to business and industry groups. So, here are some questions to help you.

1. What industry associations would be most interested in hearing you speak?
2. What is the most timely topic right now?
3. What is the best way to get asked to speak to that group?
4. If you have gotten the invitation to speak, who will be attending?
5. Will you present with or without slides?
6. What is the very best way to capture your audience in the first 90 seconds?
7. What visuals will you put on your slides?
8. Can you create slides without bullet points and endless words?
9. What will be the layout of the room where you are speaking?
10. What handout will you have for the audience?
11. What is the most important takeaway from your presentation?
12. What will be the best way to follow up after the presentation?

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

At the request of several lawyers, I am starting new group telephone client development coaching programs this month. There are no more than 5 lawyers in each group. Learn more by reading: [Cordell Parvin 12 Month Group Telephone Client Development Coaching Program](#).

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.