

## [Client Development: First Step is Kindness](#)

By [Cordell Parvin](#) on January 16th, 2015

How do you convert people you know into clients?

One school of thought is to let them know what you and your firm can do for them. I know many of you feel uncomfortable with that approach. You don't want people you know to think you are trying to "hustle" their legal business or their company's legal business.

I recently read a blog that [Seth Godin](#) posted in June of last year: [Treating people with kindness](#). It resonated with me. I was at my best when I treated people with kindness with no expectation of anything in return.

Want some ideas on kind acts? Take a look at: [100 Ways to Be Kinder](#).

Can we create our own list of 100 Ways to Be Kinder? If you have an idea, add a comment and let's see if we can come up with 100.

**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).