

[Lawyers: What Your Clients Care About](#)

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

If you are a regular reader you likely recall that I have shared with you a dirty little secret about your business clients and what they don't care about. The secret:

Your business clients do not care about you, your law firm, what you do and what your law firm does.

Sadly most lawyers and law firms are still stuck in the old way of thinking, so they focus their marketing and client development on them and what they do. I see it frequently on law firm webpages and lawyer bios.

What do clients care about? I wrote about this recently: [Client Development Tip: Figure out what your clients want and deliver it](#). I want to expand on the points I made in that post.



If business clients do not care about you and your firm and what you and your firm do, what do they care about? They care about their business. They are only interested in how you and your firm can help them:

- Solve problems
- Achieve opportunities
- Deal with internal and external changes

Let me put it another way: Your business clients are only interested in:

- Increasing profits
- Decreasing costs
- Increasing certainty
- Decreasing risks

Those business clients want you to help them achieve those goals creatively, effectively and efficiently. Finally, your business clients want you to be their lawyer if they know, like and trust you.

Is your marketing and client development focused on you and what you do, or is it focused on your clients and what they need and want?

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