

[Lawyer Marketing Secret: Focus on the Quality of Your Work and the Quality of Your Network](#)

By [Cordell Parvin](#) on July 2nd, 2012

A couple of years ago I listened to the Duct Tape Marketing podcast interview [Talking Little Things with Tom Peters](#). I have enjoyed reading and listening to [Tom Peters](#) since first reading his book [In Search of Excellence: Lessons from America's Best-Run Companies](#) more than 20 years ago.



Mr. Peters made several points that apply to lawyers so I urge you to listen to the [podcast](#). One point he made was that your success will depend on the quality of your work and the quality of your network. I know many lawyers who focus on the quality of their work. I know fewer lawyers who focus on the quality of their network. Here are two important points to consider:

1. Social media allows you to greatly expand the breadth of your network.
2. Getting out from behind your computer and visiting your clients and referral sources allows you to build the depth of your network.

Your marketing strategy should include both.

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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 or contact him at cparvin@cordellparvin.com.