

[Are You Applying the 80-20 Rule to Your Client Development Efforts?](#)

By [Cordell Parvin](#) on August 14th, 2012

Do you know about the 80-20 rule, also known as [Pareto Principle](#)? As a lawyer, over time you will likely find that:

- 80% of your business will come from 20% of your clients
- 80% of your referrals will come from 20% of your referral sources
- 80% of your new business will come from 20% of the client development efforts you make



I experienced all of these 80-20 rules during my career. You will also. The key is to figure out which 20% of clients, which 20% of referral sources and which 20% of client development efforts. The lawyers I know and the lawyers I coach that are most successful all work hard. But, more importantly, they all work smart and focus on the right things.

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.