

[I Can Help You With Blogging and Developing a Coaching Program...for FREE](#)

By [Cordell Parvin](#) on August 21st, 2012

I recently wrote: [Is Your Firm Looking to Cut Costs or Increase Revenue?](#) In the post, I provided a list of ideas on increasing revenue, including setting up a client development coaching program and blogging (better than other firms) and using social media to create more weak tie relationships.

As you know, I am frequently asked to make presentations on Blogging and Social Media. I am also asked by [LMA](#) chapters to share with members how their firms can set up client development coaching programs

After many presentations, I have created two books to help you set up a coaching program in your firm and write effective blog posts. Both of these books are available with sound and links to be uploaded to your iPad from iTunes. If you don't have an iPad yet, you can get them here:



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.