

[Client Development Tip: Try to Be First to market](#)

By [Cordell Parvin](#) on July 23rd, 2012

When I was building my practice, one key strategy I used was to be first to market. When I used the phrase, I included first to identify a client need and first to use the latest tools to reach clients. I am sure I was one of the first construction lawyers to write monthly newsletters, to write a monthly column in an industry publication, to conduct workshops for construction contractors and to create videos when VHS players first became available.



Now that I am a coaching lawyer on client development I frequently hear that senior lawyers are suggesting the same strategies and tools that worked for the senior lawyers many years before. I can understand the younger lawyer's frustration. While the principles of client development have not changed, the tools to reach clients, potential clients and referral sources change every day.

I wonder just how many lawyers are blogging? I am sure there are several thousand law blogs out there, but how many are really reaching the intended readers. Years ago, [Seth Godin](#) wrote: [The number one secret of the great blogs](#). He disclosed the secret in the first sentence:

Every one of them leads a [tribe](#).

I like the way Seth Godin explained his point:

Cordell Parvin Blog

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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.