

[Are You Making it Easier for Influencers to Help You Get Hired?](#)

By [Cordell Parvin](#) on July 26th, 2012

I have never made cold calls and I never felt comfortable when I was told I should call someone who didn't know me. On the other hand, I had great success when influencers recommended or vouched for me. Sometimes the influencer worked for the potential client. More often the influencer was the potential client's trusted advisor.

The very best influencers for me were construction association executives. They were trusted advisors for their construction contractor members. I spent time to get to know each one of them and I offered to help them. I also frequently prepared guides or other valuable information they could share with their members.

Each of your potential clients has influencers who are their trusted advisors. Do you know who those influencers are? If you know who they are, what are you doing to make it easier for them to recommend you?



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.