

[Litigators: Overcoming Your Business Development Challenges](#)

Posted by [Cordell Parvin](#) on August 26, 2011

Are you a litigator? If so how are you marketing your practice? I know from my own experience, and watching my friends, that successfully marketing a litigation practice is a challenge. Here are some of the reasons:

- With E-discovery, computer forensics and the like, litigation is increasingly becoming a rich man's sport.
- Your clients and potential clients hate spending money on the work you do, even when you get a great result.
- You do not want to narrow your practice because you will miss an opportunity.
- You only get hired when your clients want to file a lawsuit or become a defendant.
- When you are involved in a substantial case you feel you have no time for client development.
- You don't get asked to write or speak to businessmen and women, so you write for other lawyers and speak at Bar meetings.

So, what is the solution? In my case I narrowed my focus to the construction industry. So, one solution is to become industry focused. I have worked with lawyers who focus their litigation practice on a variety of industries.

When you focus on an industry it is easier to teach clients through writing and presentations how to avoid

the very litigation matter you would handle for them. [Christy Crider](#), a [Baker Donelson](#) lawyer I coached created a video series for long term health care facilities: "[Setting Yourself Up For Success: Avoiding Litigation in Your Long-Term Care Facility](#)". Doing programs on avoiding potential litigation gives you an opportunity to demonstrate what you know about the specific type of litigation.

Another approach is to create an interesting blog that shows your personality and litigation skills. [Cozen O'Conner](#) lawyer, [Hayes Hunt](#), writes [From the Sidebar](#). His blog receives more comments



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than any lawyer blog I regularly read. In Virginia, [Gentry Locke](#) lawyer, [Jay O'Keeffe](#) writes the very popular [De Novo: Virginia Appellate Law blog](#). [Fox Rothschild](#) lawyer [Eric Solotoff](#) writes the very popular blog [New Jersey Family Law blog](#).

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.