

[Client Development: The Two Major Questions](#)

Posted by [Cordell Parvin](#) on August 15, 2011

Answering these two major questions will help you determine if you are visible and credible and if you are doing what you can to make yourself more visible and credible.

1. If a client, potential client, or referral source does a search for your area of law and your geographic area will they find you on the first page of Google?
2. How many places are you putting content you create?



Let me give you a personal example of my answer to the second question. After Enron and Worldcom, the Department of Justice began a more rigorous investigation into the construction industry. I began writing articles about the importance of compliance and ethics.

[Hear Me Now](#) was one of the many articles I wrote on ethics for contractors. The articles led to speaking opportunities around the country, including my [Corporate Ethics What Every Contractor Should Know - Presentation](#) at a statewide Florida Construction Conference. Speaking live at construction industry conferences led to an [Associated General Contractors Webinar: Stay in Business! Protect/Defend Against False Claims, Antitrust and Other Serious Allegations](#).

These three links are only a handful of those that existed at the time I did the articles and presentations. But, I hope they will give you an idea of how you can repurpose your content so it can be found in many places.

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.