

[What Is Your Story and Why Does It Matter?](#)

By [Cordell Parvin](#) on February 18th, 2013

Too often when I read blogs and articles about client development they are about “techniques” and “tools,” including blogging and social media to use to attract clients.

I am sure some of my blog posts focus on technique. But, frequently I want to step back and look at a bigger, broader, bolder idea. Something that is far more important than any technique or tool you use.

Have you ever heard of [Annette Simmons](#)? Among other things she is the author of four books including: [The Story Factor – Influence through the Art of Storytelling](#), named as one of The 100 Best Business Books of All Time.

I read this awesome idea she wrote in chapter 1 that really applies to lawyers trying to attract clients. She said:

People don't want more information. They are up to their eyeballs in information.

They want faith – faith in you, your goals, your success, in the story you tell. It is faith that moves mountains, not facts. Facts do not give birth to faith. Faith needs a story to sustain it – a meaningful story that inspires belief in you and renews hope that your ideas, do indeed, offer what you promise. Genuine influence goes deeper than getting people to do what you want them to do. It means people pick up where you left off because they believe. Faith can overcome any obstacle, achieve any goal. Money, power, authority, political advantage, and brute force have all, at one time or another, been overcome by faith.



To get you started thinking, read: [Chapter 1. The Six Stories You Need to Know How to Tell](#). Then get the book.

Here are two compelling questions: What is your story? What about your story will cause clients, potential clients and referral sources to have faith in you and believe in 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.