

[Client Development: What is Holding You Back?](#)

By [Cordell Parvin](#) on October 31st, 2012

If you are practicing law in a firm, you know that you ultimately need to bring in clients, right? Well, if you know that, what is holding you back? It could be:

1. You feel you are too busy just doing your billable work. (Don't feel alone, this is a very common excuse.)
2. You have not convinced yourself that you can make rain.
3. You don't know where to start, so you don't.
4. You have started, but were unsuccessful, so you gave up.
5. You have no plan.
6. You have a plan, but it is not strategic or focused.
7. You have a plan, but you haven't taken any action to implement it.
8. You do not see opportunities.
9. You are afraid of failing.
10. You have been told by a senior lawyer what you need to be doing and it does not fit you.
11. No one is giving you feedback on your client development efforts.



What can you do to overcome any of these obstacles.

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DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

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.