

## [Why giving something without expecting anything in return attracts business](#)

By [Cordell Parvin](#) on June 19th, 2012

When I practiced law one of my most successful business development efforts was to identify a potential client problem before my competitors (and the client), offer a solution and give it away. Yes, I said “give it away.” I created guides or conducted workshops on whatever the hot topic was.



I am not sure I knew it at the time, but I was influencing by the law of reciprocity. That means when you give something away, the person who received your help, will more likely think of you when they need a lawyer. I first learned of the rule when I read Influence: [The Psychology of Persuasion](#) by [Robert Cialdini](#). The very best way you can use the law of reciprocity is to help your potential client or referral source get some new business.

If you want to learn more watch this short video clip.

[Robert Cialdini on the Importance of Reciprocity](#)



# Cordell Parvin Blog

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](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).