

## [The Case for Shorter Blog Posts](#)

By [Cordell Parvin](#) on September 13th, 2012

I recently read a blog published by a well known law firm that was **2315** words. It included four lengthy quotes from a court decision. Thinking about it, I was wrong to say I read it because I didn't. I did not have time. I saw it and decided not to read it.

Do you think the firm's clients and potential clients read the blog? Can you imagine what those who subscribe by email thought when they found this post in their email? My guess: Firm clients did not want to know the history of Swiss watch making, they simply wanted to know the time.



I found [Seth Godin's](#) blog: [Shorter](#) right on point. In three short paragraphs he explains why less is actually more.

If you are blogging, say what you want to say and stop. Then, go back and edit your draft to shorten it. If there is much more to say about a case or situation, you can create an active link to your more lengthy document for your readers.

P.S. If you are a regular reader you might be thinking Cordell should follow his own advice. I agree.

# 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).