

[Building and Broadcasting Your Brand](#)

Posted by [Cordell Parvin](#) on September 09, 2011

One of my favorite business books is [Never Eat Alone](#) by [Keith Ferrazzi](#). I have listened to the book on my iPod and read a hard copy of the book.



Most law firms are focused on building their brand, but only a few lawyers are focused on it. In chapters 23 and 24, Ferrazzi discusses building and broadcasting your individual brand.

The starting point is to decide what you want people to think when they hear your name? When I was building my law practice I wanted my potential clients to think I was:

1. The preeminent transportation construction lawyer in the US
2. Innovative
3. A lawyer who understood how projects were financed, designed and built
4. A lawyer who understood the construction business
5. Trust worthy
6. Likeable
7. Caring
8. Focused on helping contractors

For 25 years I wrote a column for [Roads and Bridges magazine](#) titled "[Law: The Contractor's Side](#)." That column enabled me to build my brand more than anything else I did.

So, you have two questions to ponder. First, what do you want people to think when they hear your name? Second, what are you doing to build your brand?

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 or contact him at cparvin@cordellparvin.com.