

## [For Successful Client Development: Do What You Enjoy](#)

By [Cordell Parvin](#) on February 28th, 2013



Recently, a lawyer I coach told me that the most important thing she got out of the client development coaching program is that she could be successful doing the client development activities that she enjoyed the most.

If you do not enjoy client development activities, you will likely not do them. You will easily find an excuse to justify not doing them. When you are doing the activities, you will subconsciously prove to yourself they will not work.

I loved writing for contractors and speaking at their industry meetings. I did not enjoy going to Bar meetings, networking or going to Rotary Club meetings. I felt uncomfortable “asking” for business. I focused on what I enjoyed and did well and quit doing things I did not enjoy.

So should you.

# 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).