

[Blogging: You've Got to Answer These Four Key Questions](#)

By [Cordell Parvin](#) on August 6th, 2012

I coach many lawyers who are blogging. You can find some of them simply by looking to the right on this page.

When I am teaching lawyers how to write blogs that will ultimately be most valuable to their readers and to their own business development efforts, I suggest that for each blog post they ask themselves these key questions:



1. Who is my intended reader?
2. Why will my intended reader value this blog post?
3. What do I want my intended reader to take away from this post?
4. What to I want my intended reader to think about me and/or my law firm?

If you were in my shoes, how would you answer those four questions for this blog post?

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.