

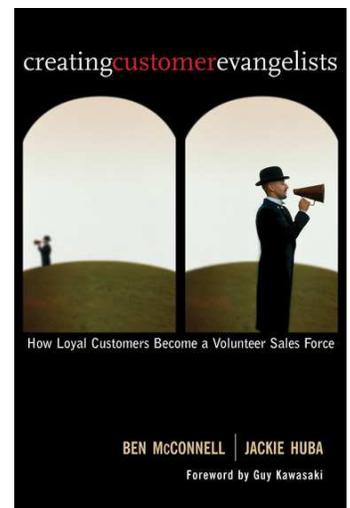
[6 Things to Focus on to Create Clients Who Will Recommend You](#)

Posted by [Cordell Parvin](#) on August 1, 2011

Have you read [Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force](#), by [Ben McConnell and Jackie Huba](#)? If not I urge you to put it on your reading list. I like the book in part because it focuses on ways to get customers (clients) coming to you.

To get you started, take a look at the [website summary](#). You will see there are six main points in the book. I have used all six of them.

1. Customer plus-delta: Continuously gather client feedback. I like getting feedback in person rather than by surveys.
2. Napsterize knowledge: Make it a point to share knowledge freely. I created guides for clients.
3. Build the buzz: Expertly build word-of-mouth networks. Social Media, blogging podcasts and webinars are new tools you can use.
4. Create community: Encourage communities of clients to meet and share. I had client roundtables and did firm sponsored workshops for clients and potential clients.
5. Make bite-size chunks: Devise specialized, smaller offerings to get clients to learn about your service. I offered to do in-house workshops for clients and potential clients.
6. Create a cause: Focus on making the world, or your (or their) industry, better. If your clients have in-house lawyers offer to partner with them on a pro-bono effort.



Are you doing any of these? If not, create a plan to create client evangelists in 2011 and beyond.

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.