

[One Client Development Action Every Young Lawyer Can Take](#)

By [Cordell Parvin](#) on November 29th, 2012

Are you a young lawyer? If not, you are bound to either have young lawyers in your firm or know young lawyers in your community. Here is a very simple client development tip for young lawyers:

Make a list of 50 people you know who either are, or will one day be rich, famous, own a company, run a company, or be an in-house general counsel. Find a way to regularly stay in touch with each person on your list and stay at or near the top of their mind.

Who could be on the list:

- Law School classmates
- College classmates
- High School classmates
- Your parents friends
- Your spouse/special friend's friends
- Firm alumni
- People you meet at the workout facility
- People you meet at church
- People you are connected with on LinkedIn



How do you stay in touch? If they are in your same city meet with them in person for lunch, breakfast, coffee, or pursuing some interest you share in common. If they are

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in a different city, stay in touch on LinkedIn and/or Facebook as appropriate, forward them materials you know will interest them, go visit or simply pick up the telephone and call them.

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.