

# Making - Not Finding the Time for Client Development with Cordell Parvin

## Making Time

- How you spend your time creates the quality of your life
- Spend 5 to 10 hours per week on client development
- Focus on work life balance - you can get fried out

## Creating Content

- Best single activity for business development
- Re-purpose legal work into educational materials
- What?
  - Blogs
  - Guides
- Encyclopedia of Associations - use it to find publications

## Business plan

- Every lawyer should have
- Include legal and non-legal activities
- Be specific in time and activities
- Contact O'Keefe or Parvin to get template business plan

## Passion

- What do you love?
- Carve out that niche
- Look at what other lawyers are not doing
- Set lofty goals

## Reach outside the law for learning

- Books
  - See books listed in resources on Cordell's website
- Programs

## Tips for good blog post

- Headline
- Topic centric - what am I addressing
- Don't bury the lead
- 250 to 300 words
- Short paragraphs
- Lists
- One point without detail
- Conversation
- Engage
  - You and because are powerful words
- Interview clients/authorities/association leaders

