

Are you where you want to be in your client development?
Do you want to attract, retain and expand relationships with clients?
Do you have a business plan for 2014?

The saying goes that "If you aim at nothing, you'll hit it every time." Take this opportunity to start developing a plan for your client development efforts that leads to finally having the success that you have always wanted. Client development is not something that can be left to whatever time is left over at the end of the week. Time must be made, not found. Success must be made, not found.

Beginning in January 2014, Cordell Parvin will be coaching a limited number of lawyers monthly on how to achieve success in reaching for more. The Monthly Group Telephone Coaching Program will be comprised of 10 groups with a maximum of 6 lawyers in each group. Participants will be grouped based on experience level.

During the coaching calls, some of the topics the group will cover include:

1. **Month 1:** How to Prepare Plan and Goals. To get some ideas check out my blog: [Want an Example of a Really Good Business Plan?](#)
2. **Month 2:** Client Development Now and in the Future. Principles of client development that will always be important and what is changing
3. **Month 3:** Motivation, Time Management, Hold Yourself Accountable
4. **Month 4:** How Business Clients Select Lawyers and Law Firms
5. **Month 5:** Raising Your Credibility and Visibility
6. **Month 6:** Writing and Speaking to Get Hired
7. **Month 7:** Blogging: What and How to Write a Blog for Clients. Check out my iBook on [Blogging and Social Media](#). You can get it on iTunes also
8. **Month 8:** Relationship Building
9. **Month 9:** Social Media
10. **Month 10:** Client Service. Check out my iBook on [Client Service](#). You can get it on iTunes also
11. **Month 11:** Expanding Relationships with Existing Clients and Cross-Selling
12. **Month 12:** What Separates Superstars from Stars

The investment is only \$95 per session, and each session will include a Q&A time so you will be able to ask questions that will help you achieve more.

Be one of the first 10 lawyers that register and receive Cordell's Client Development Video Series, "Securing, Retaining, and Expanding Relationships with Your Clients" for \$95, which is normally \$750 per lawyer.

This three-hour client development training video series comes with exercises designed to allow the participant to make the changes that will lead to greater success.

Watch a short clip of video segments from the series: [Securing, Retaining, and Expanding Relationships with Your Clients: Preview Segments](#)

For more information on individual or firm/group pricing and to register, email Joyce Flo at jflo@cordellparvin.com or phone 214-866-0550.