



Ten Questions You Should Ask Yourself Before Choosing A Practice Area

1. What Do You Like to Deal With?

- ✓ People
- ✓ Things
- ✓ Ideas
- ✓ Money/Business

1. What Do You Like to Deal With?

✓ People

- Employment
- Entertainment
- Executive Compensation
- Family
- Immigration
- Trusts & Estates
- White Collar Criminal

1. What Do You Like to Deal With?

✓ Things

- Asset Finance
- Conservation Easements
- IP Prosecution
- Old Energy Practice
- Project Finance
- Real Estate Finance
- Real Estate Land Use
- Real Estate Transactional

1. What Do You Like to Deal With?

✓ Ideas

- Administrative
- Antitrust
- Appellate
- ERISA
- IP Licensing
- Litigation
- New Energy
- Tax

1. What Do You Like to Deal With?

- ✓ Money/Business
 - Antitrust
 - Bankruptcy
 - Corporate
 - Healthcare
 - Insurance Coverage & Defense
 - International Trade
 - Securities Litigation

2. Do You Want to Create or Enable?

✓ Create

- Appellate
- Bankruptcy
- Litigation
- Outsourcing
- White Collar Criminal

✓ Enable

- 40 Act
- Corporate
- ERISA Counseling
- Executive Compensation
- IP Licensing
- Real Estate Transactional
- Tax

3. Do You Mind Facing Moral Conundrums in Your Practice?

✓ Yes

- Administrative
- Corporate
- Entertainment
- Executive Compensation
- IP
- Real Estate Transactional
- Tax

✓ No

- Appellate
- Employment
- Environmental
- Family
- Healthcare
- Insurance Coverage & Defense
- Product Liability
- Project Finance
- Trusts & Estates
- White Collar Criminal

4. Do You Want to Be the Expert or a Generalist?

✓ Expert

- Bankruptcy
- Corporate (New York)
- Employment
- ERISA
- Executive Compensation
- Family
- Immigration
- Patent Litigation
- Patent Prosecution
- Tax
- Trusts & Estates

✓ Generalist

- Corporate (in California)
- General Litigation

5. Do You Prefer to Analyze Gray Areas or Have Concrete Answers?

✓ Gray Areas

- Family
- Land Use
- Litigation
- Trusts & Estates

✓ Concrete Answers

- 40 Act
- Administrative
- Code-Based Practices
- Executive Compensation
- Regulatory
- Securities
- Tax

6. Who Do You Want to Help and How?

- ✓ Help The Rich Get Richer (Trusts & Estates)
- ✓ Help Corporations to Grow (Corporate, Asset & Corporate Finance)
- ✓ Help Corporations Protect Themselves (Corporate, Litigation, Employment)
- ✓ Help Distressed Clients (Family, Immigration, Litigation, White Collar Criminal, Bankruptcy)

7. Do You Mind Dealing With Emotionally Charged Situations?

- ✓ Emotionally Charged Practices
 - Class Action Litigation
 - Employment
 - Family
 - Insurance Defense
 - Trusts & Estates
 - White Collar Criminal

8. What Relationship Do You Want to Have With Your Clients?

✓ Necessary Expense

- Appellate
- Employment
- Family
- Insurance Defense
- Litigation
- White Collar Crime

✓ Part of the Team

- Corporate
- Executive Compensation
- IP Licensing/Patent
- Project Finance
- Real Estate Transactional
- Tax
- Trusts & Estates

9. Are You Comfortable With an Adversarial Practice?

✓ Direct Conflict

- Corporate (Regulation)
- Bankruptcy
- Litigation (Except Smaller Bars)

✓ Waiver

- Litigation

10. How Important Is a Predictable Schedule?

✓ Important

- 40 Act
- Appellate
- ERISA
- Executive Compensation
- IP Prosecution
- Land Use
- Tax
- Trusts & Estates

✓ Not Important

- Bankruptcy
- Corporate (esp. M&A)
- Cross Border Transactional
- Litigation
- White Collar Criminal