

# Ten Questions You Should Ask Yourself Before Choosing A Practice Area

People
Things
Ideas
Money/Business

### ✓ People

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

### ✓ Things

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

### ✓ Ideas

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

### ✓ Money/Business

- Antitrust
- Bankruptcy
- Corporate
- o Healthcare
- o Insurance Coverage & Defense
- o International Trade
- o Securities Litigation

## 2. Do You Want to Create or Enable?

### ✓ Create

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

### ✓ Enable

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

o Tax

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

#### ✓ Yes

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

#### ✓ No

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

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

### ✓ Expert

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

### ✓ Generalist

- Corporate (in California)
- o General Litigation

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

#### ✓ Gray Areas

- Family
- Land Use
- o Litigation
- o Trusts & Estates

#### ✓ Concrete Answers

- 40 Act
- o Administrative
- o Code-Based Practices
- o Executive Compensation
- o Regulatory
- Securities
- o 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
- o Insurance Defense
- o Trusts & Estates
- White Collar Criminal

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

#### ✓ Necessary Expense

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

#### ✓ Part of the Team

- Corporate
- Executive Compensation
- o IP Licensing/Patent
- o Project Finance
- o Real Estate Transactional
- o Tax
- o 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<sup>™</sup>

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

### ✓ Not Important

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