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
  o Administrative
  o Antitrust
  o Appellate
  o ERISA
  o IP Licensing
  o Litigation
  o New Energy
  o Tax
1. What Do You Like to Deal With?

✓ Money/Business
  o Antitrust
  o Bankruptcy
  o Corporate
  o Healthcare
  o Insurance Coverage & Defense
  o International Trade
  o 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
  o Class Action Litigation
  o Employment
  o Family
  o Insurance Defense
  o Trusts & Estates
  o 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