



CROSSING THE DIVIDE

HOW LITIGATION EXPERIENCE CAN
EXPAND YOUR BUSINESS PRACTICE

AGENDA

1. The Divide



AGENDA

1. The Divide
2. Inadequate Outcomes



AGENDA

1. The Divide
2. Inadequate Outcomes
3. Bridge with Benefits



AGENDA

1. The Divide
2. Inadequate Outcomes
3. Bridge with Benefits
4. Successful Strategies





THE DIVIDE

WORLDS APART





**Transactional
Lawyer**

**Estate Planning
Lawyer**

**Corporate
Lawyer**

**Real Estate
Lawyer**

**Trial
Lawyer**

DIPPING YOUR TOES INTO LITIGIOUS WATERS



BRIDGE THE GAP



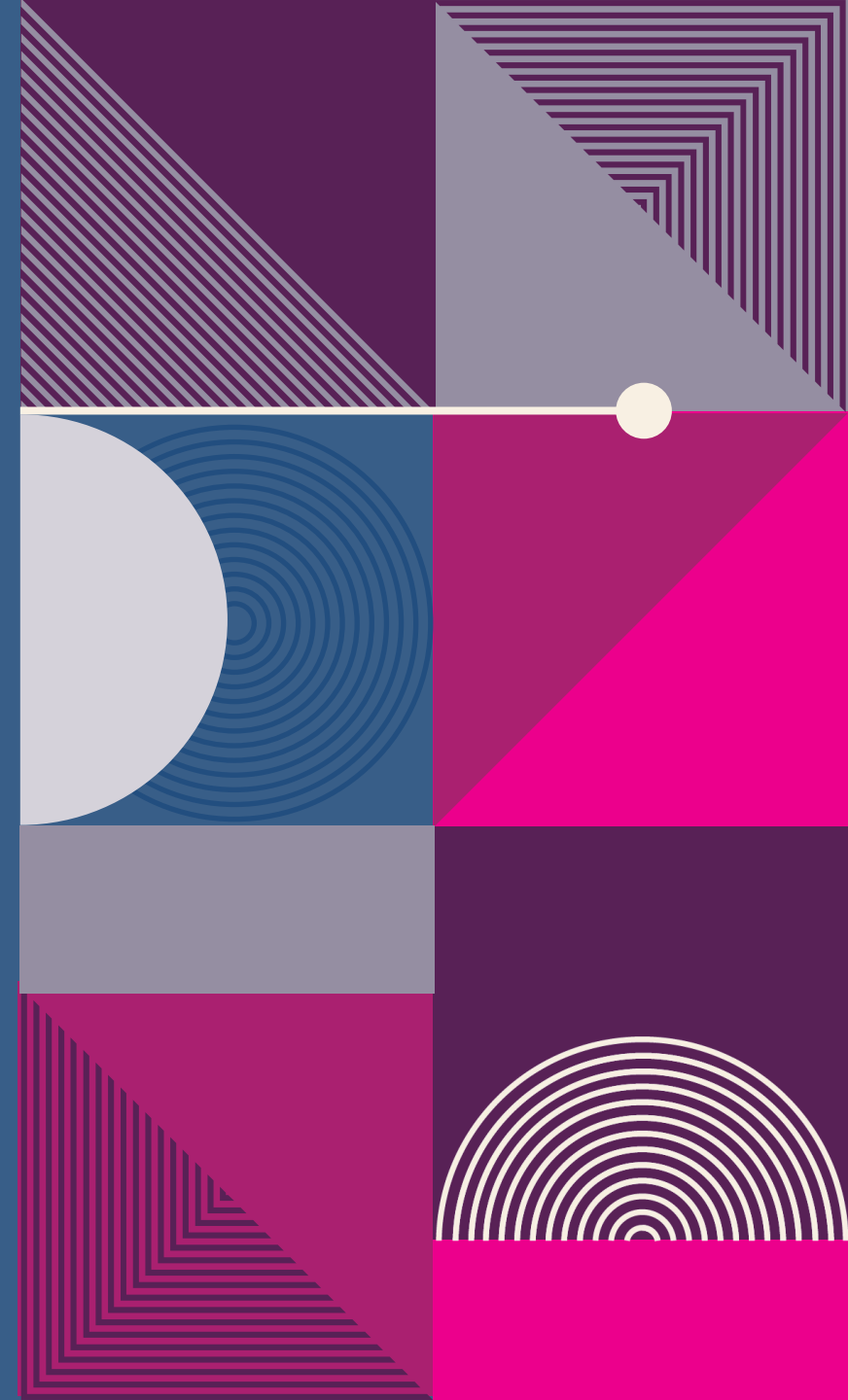


OUTCOMES

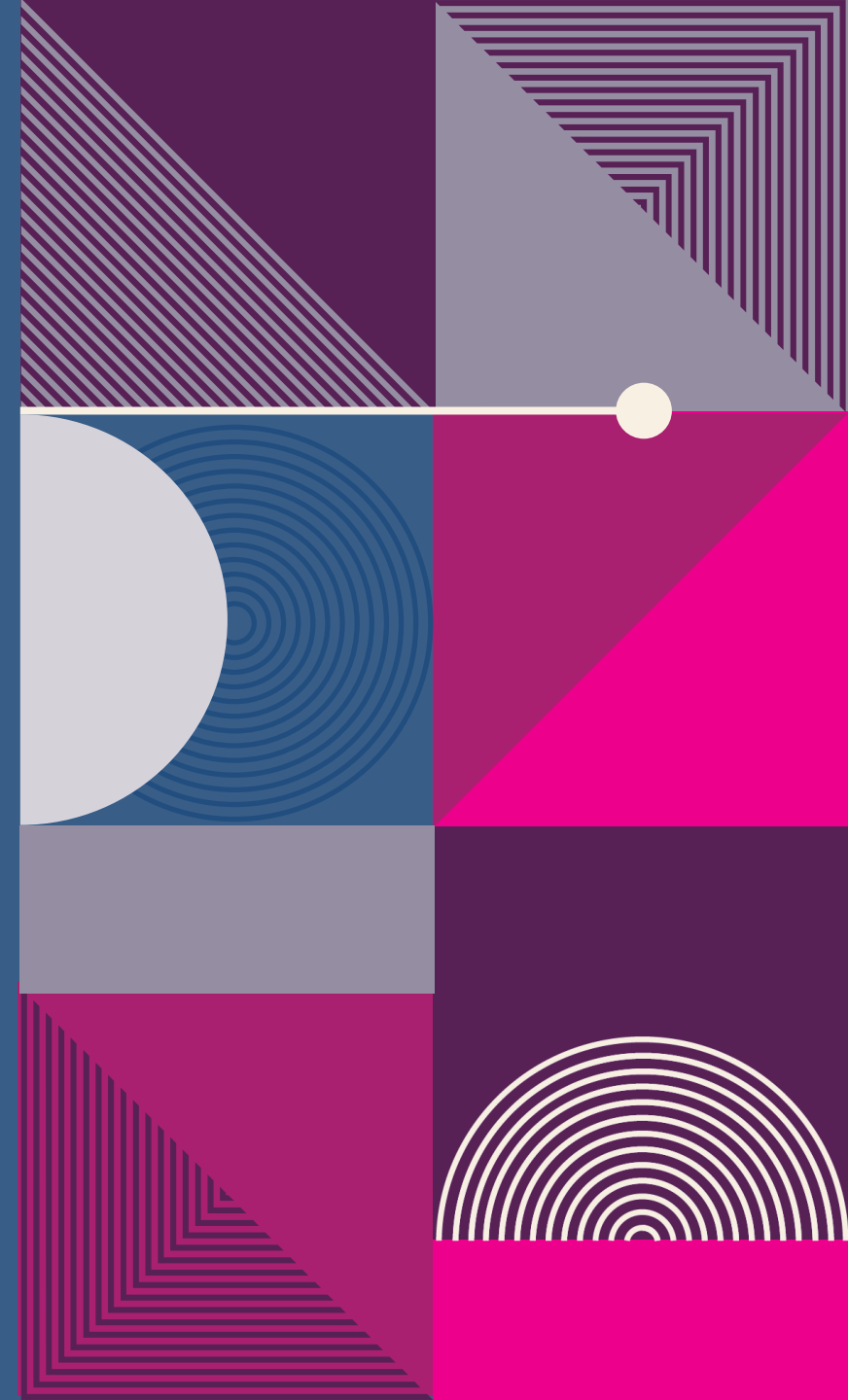
LIS PENDENS TO THE RESCUE



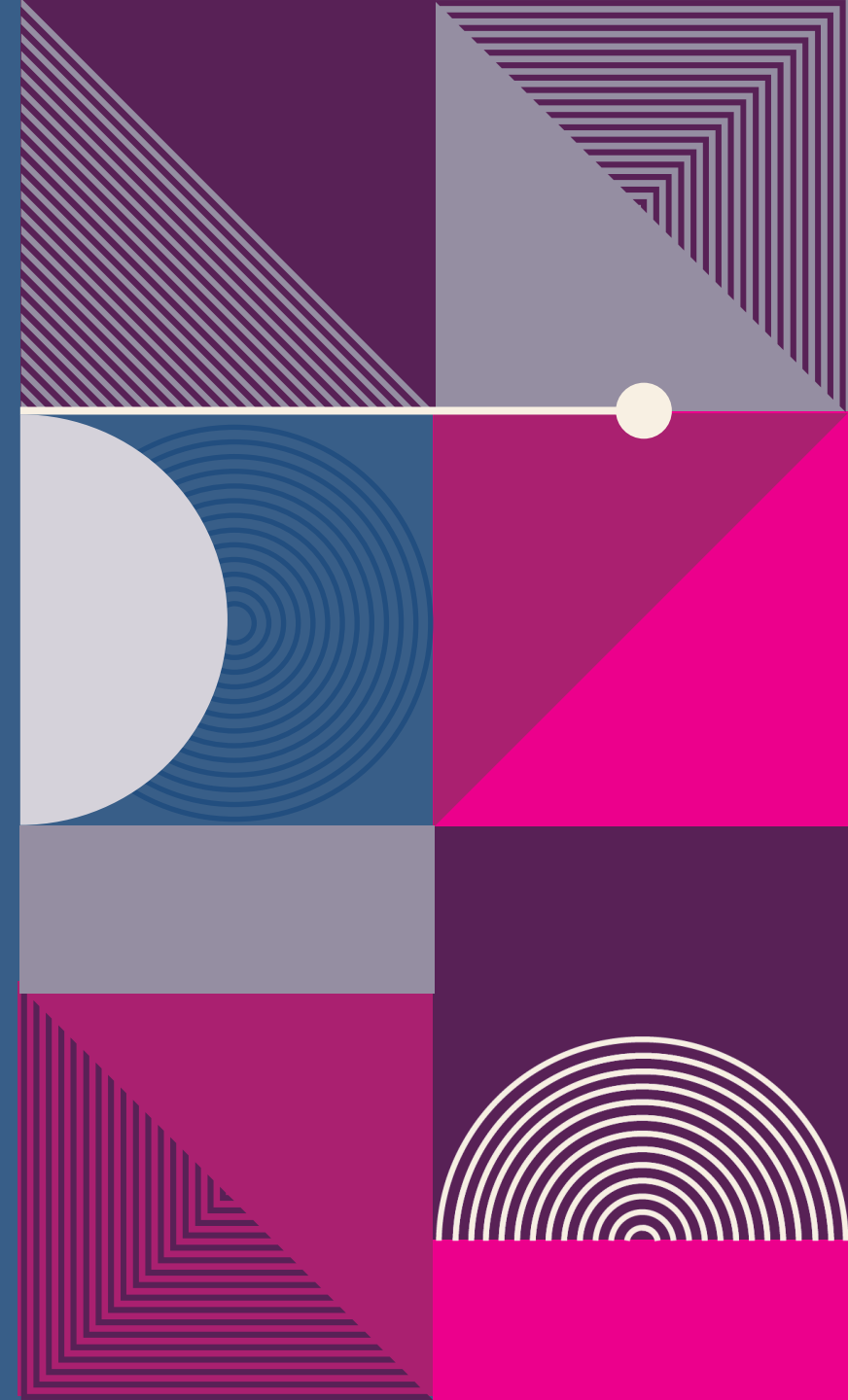
GOTTA HAVE BOUNDARIES



BUILDING BETRAYAL



TRADEMARK TROUBLES





BENEFITS

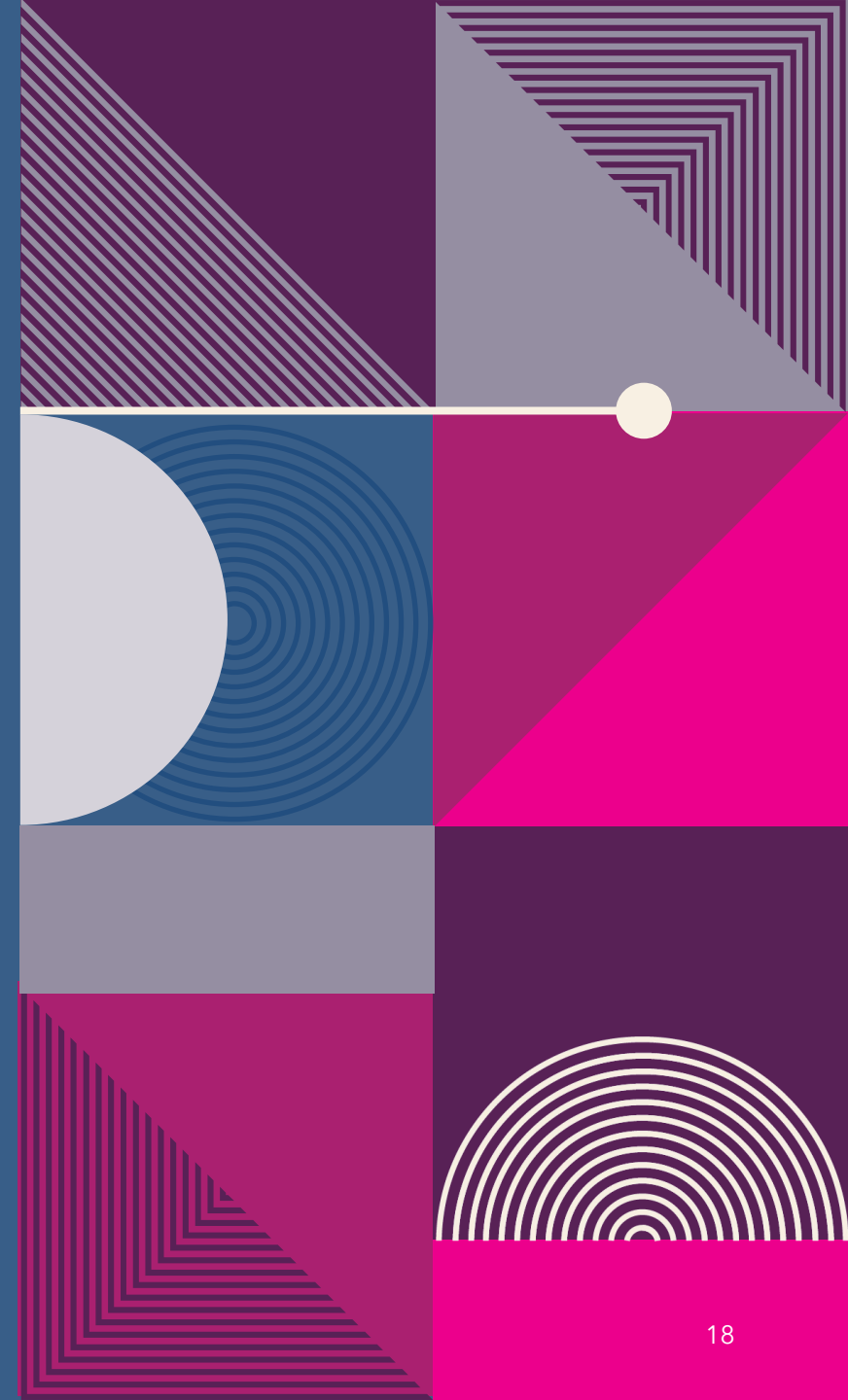
BRIDGE WITH BENEFITS

1. Revenue Generation



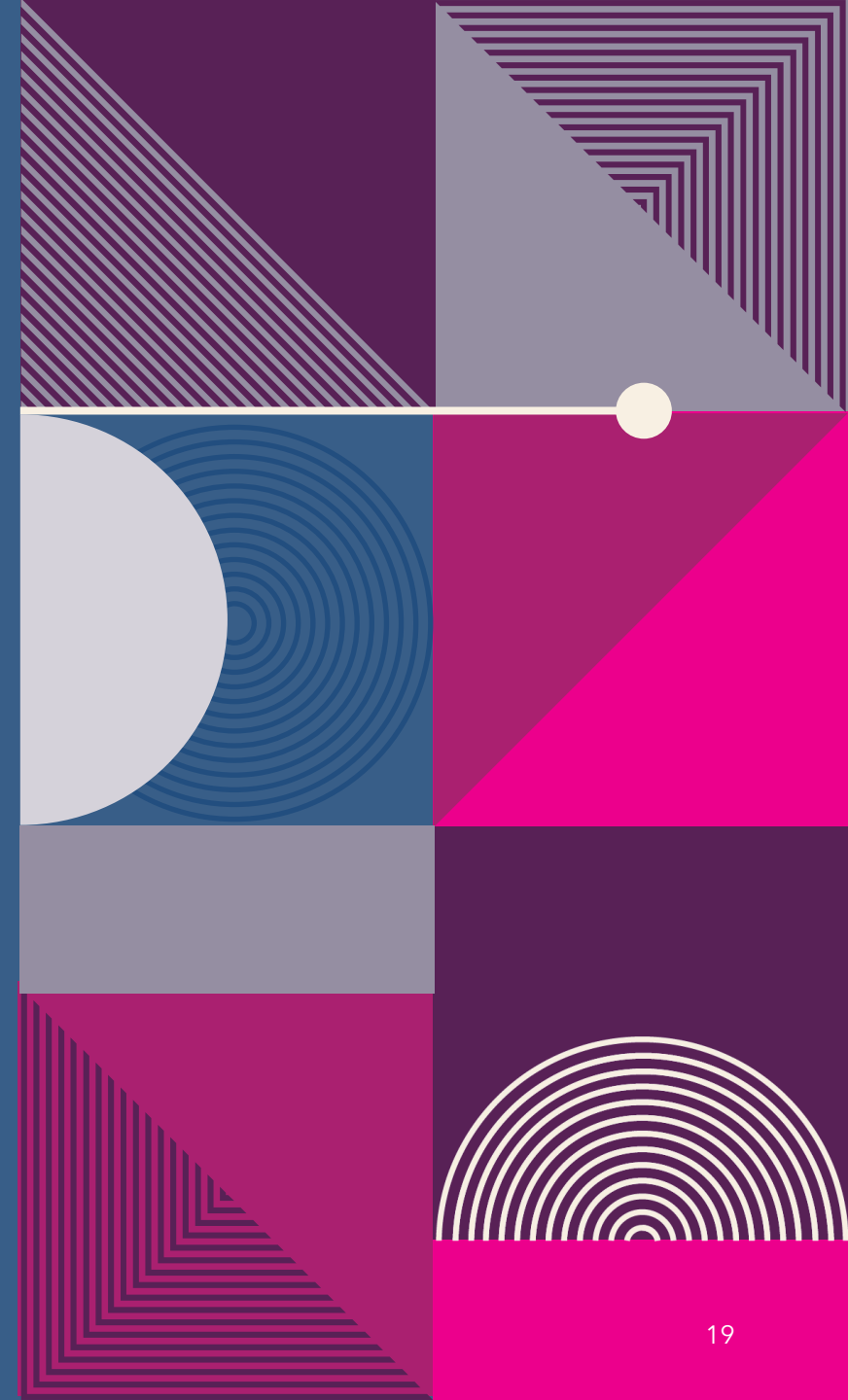
BRIDGE WITH BENEFITS

1. Revenue Generation
2. Differentiation



BRIDGE WITH BENEFITS

1. Revenue Generation
2. Differentiation
3. Client Relationships



BRIDGE WITH BENEFITS

1. Revenue Generation
2. Differentiation
3. Client Relationships
4. Stability





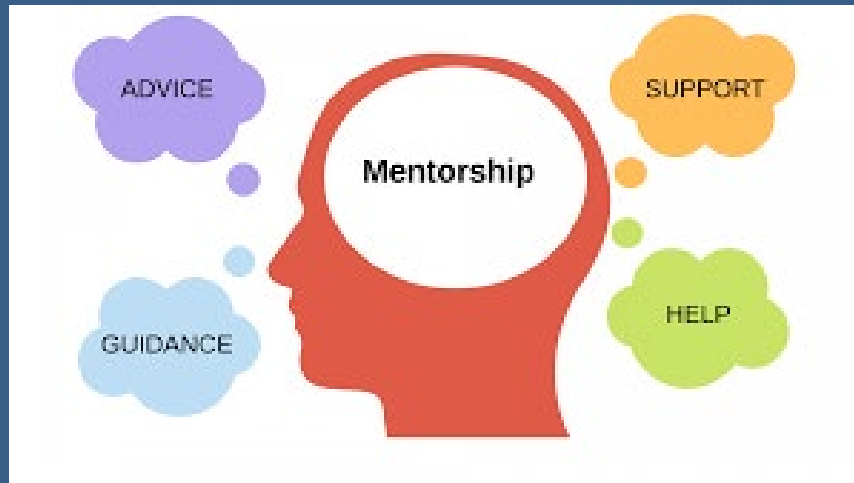
STRATEGIES

SUCCESSFUL STRATEGIES



1. Consider areas of law that overlap your specialty

SUCCESSFUL STRATEGIES



1. Consider areas of law that overlap your specialty
2. Find a mentor

SUCCESSFUL STRATEGIES



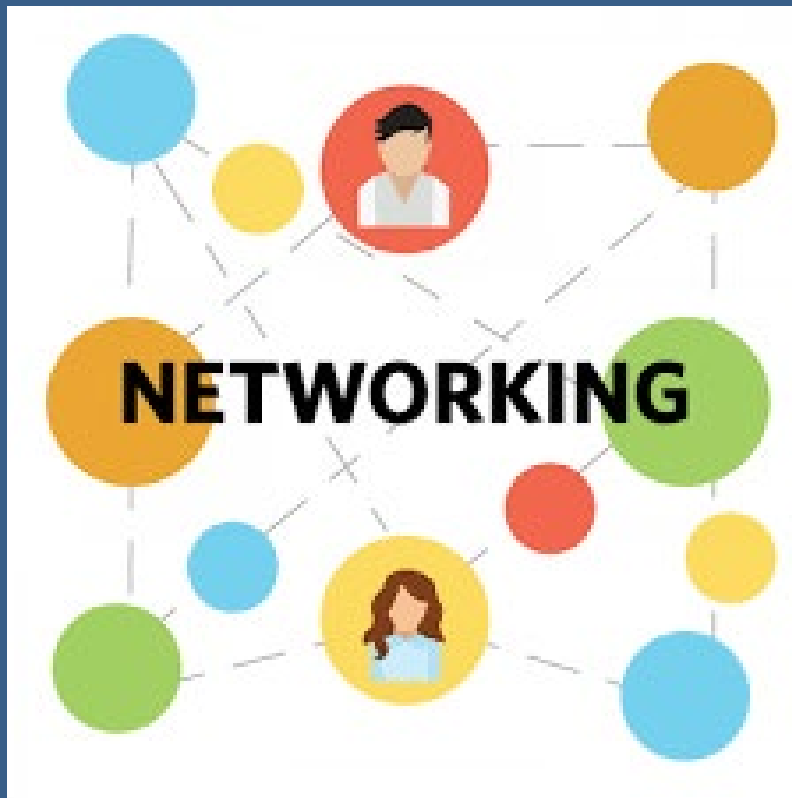
1. Consider areas of law that overlap your specialty
2. Find a mentor
3. Become a student

SUCCESSFUL STRATEGIES



1. Consider areas of law that overlap your specialty
2. Find a mentor
3. Become a student
4. Volunteer

SUCCESSFUL STRATEGIES



1. Consider areas of law that overlap your specialty
2. Find a mentor
3. Become a student
4. Volunteer
5. Maintain and leverage your current network

QUESTIONS?





THANK YOU

Crystal Berry

208-345-7000

crystal@fisherhudson.com

www.fisherhudson.com