The background of the slide features a blue-tinted photograph of a person standing in a field, holding a flag. The person is wearing a light-colored jacket and dark pants. The flag is partially visible, showing some patterns. The overall scene is somewhat blurry and has a soft, ethereal quality.

Give Your Practice the Gift of A Niche in 2-0-1-6

One Small Niche,
One GIANT Leap for Your Practice

A large group of people, mostly men in business suits, are arranged in a circular formation on a grassy field. They are all smiling and looking towards the camera. The image is a composite of many individual portraits, creating a dense, circular pattern.

In A Big F

IN A BIG FIELD



IN A BIG FIELD

How can you stand out?

THE NICHE

A distinct
segment of
a market



A niche can be...



Geographic market segment



Demographic market segment



Subset of an existing specialty



A means of delivering legal services



A niche must be
UNIQUE!

A niche is not...



PRACTICE AREA (e.g. family law)



A SLOGAN (e.g. Reasonable doubt at a reasonable price)



A DUTY (e.g. lawyer who returns phone calls)



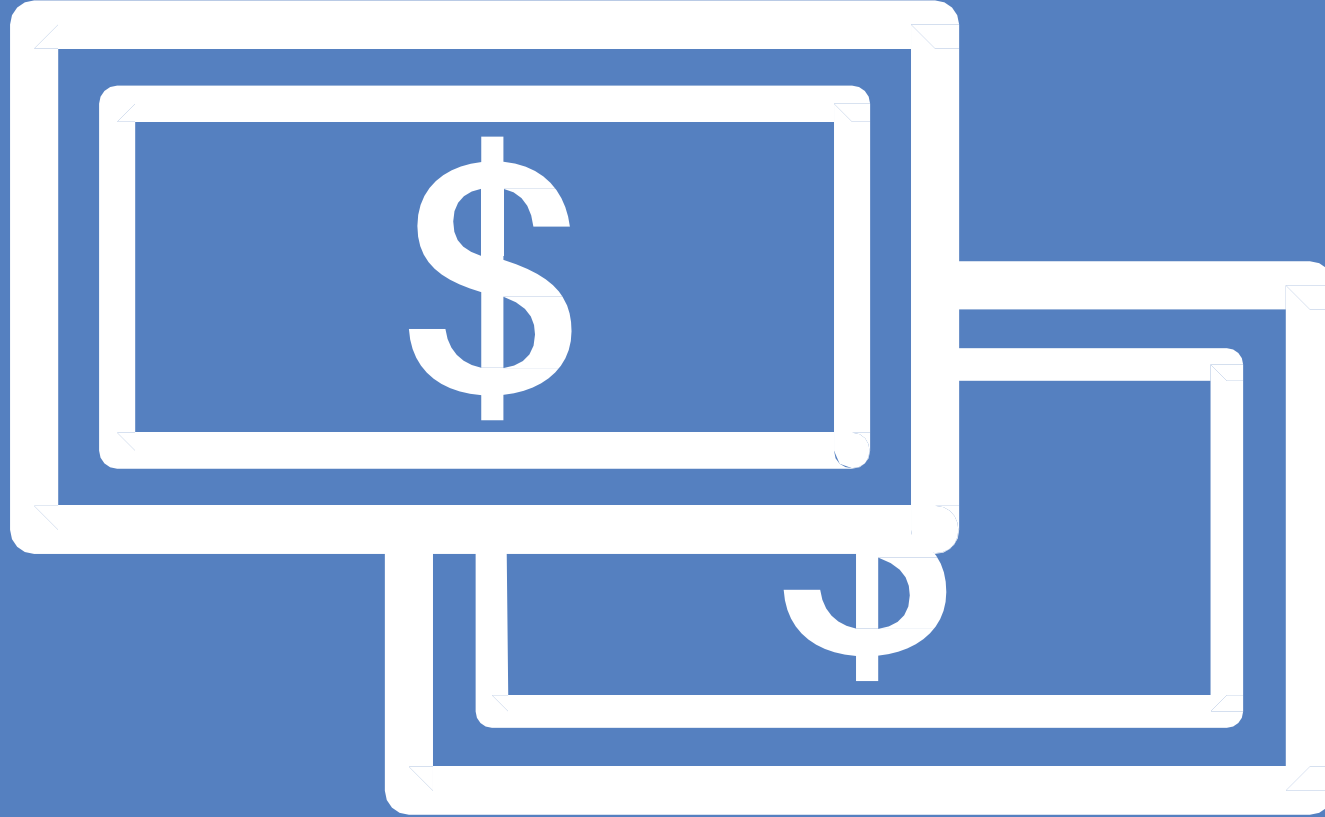
REASONS TO NICHE



1. Be the best in the world



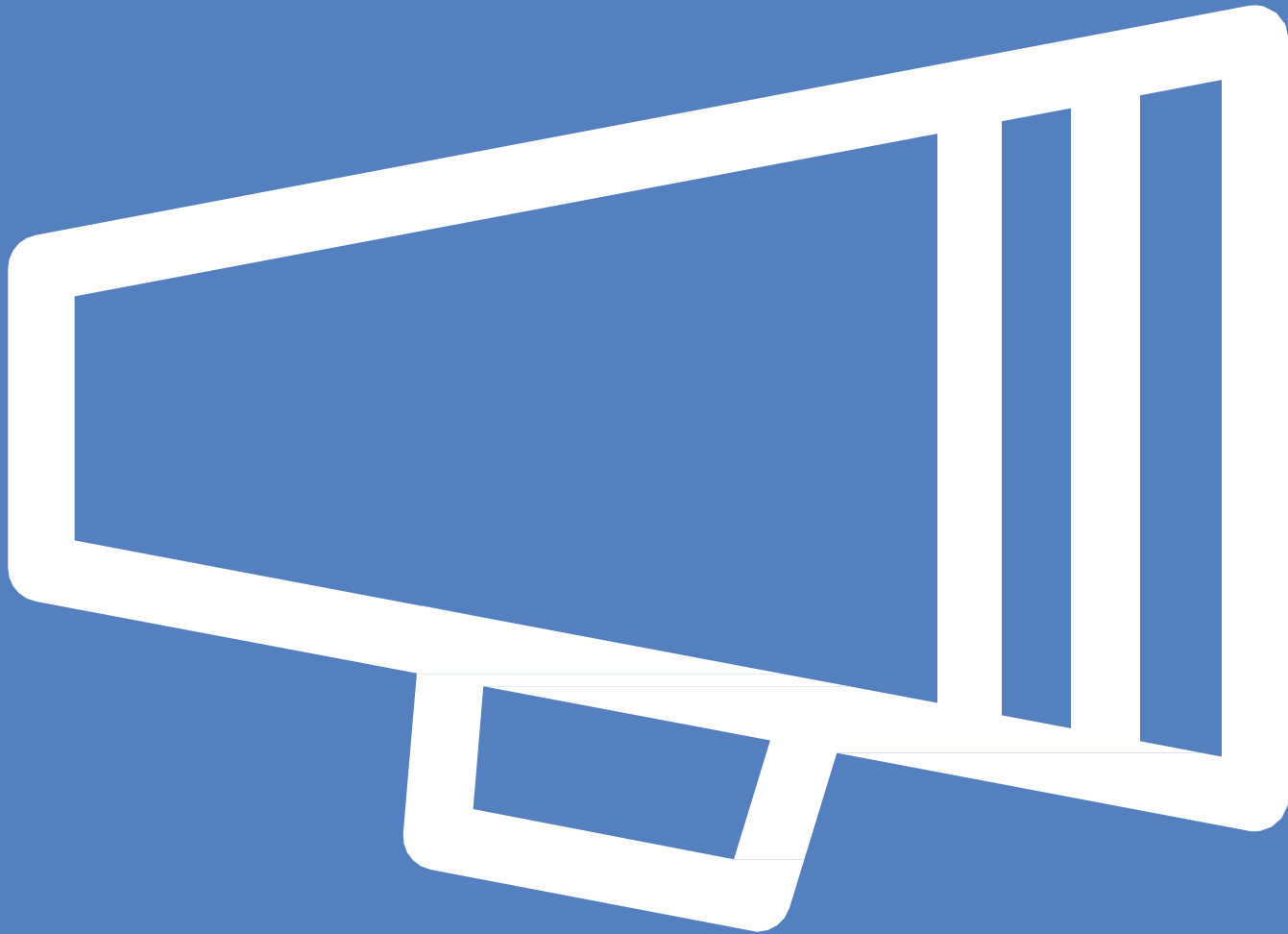
2. Targeted Marketing



3. Riches in Niches



4. "Job" Security



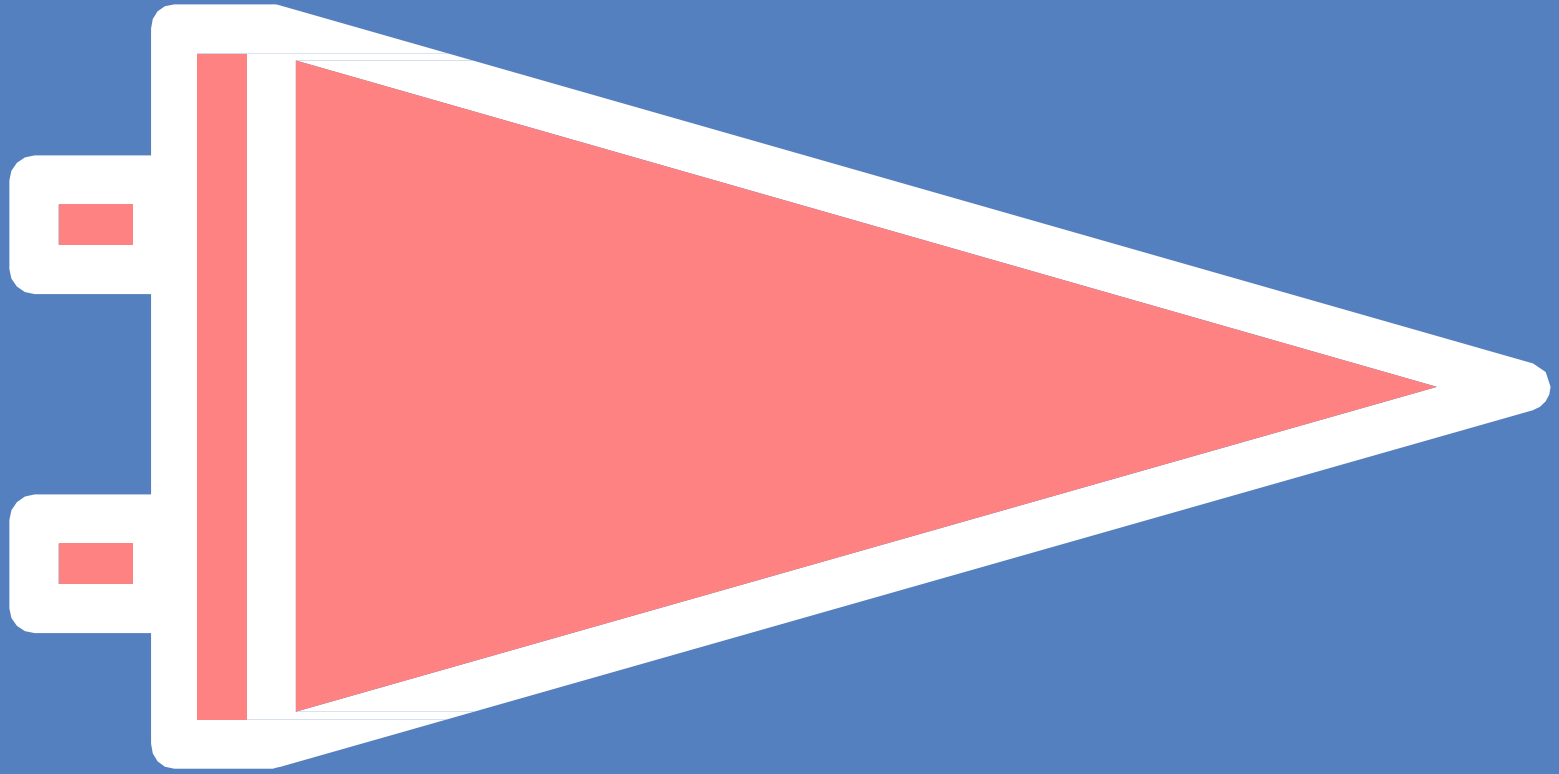
5. A Megaphone for Your Practice



6. Experimentation



7. Ignite, Excite, Delight

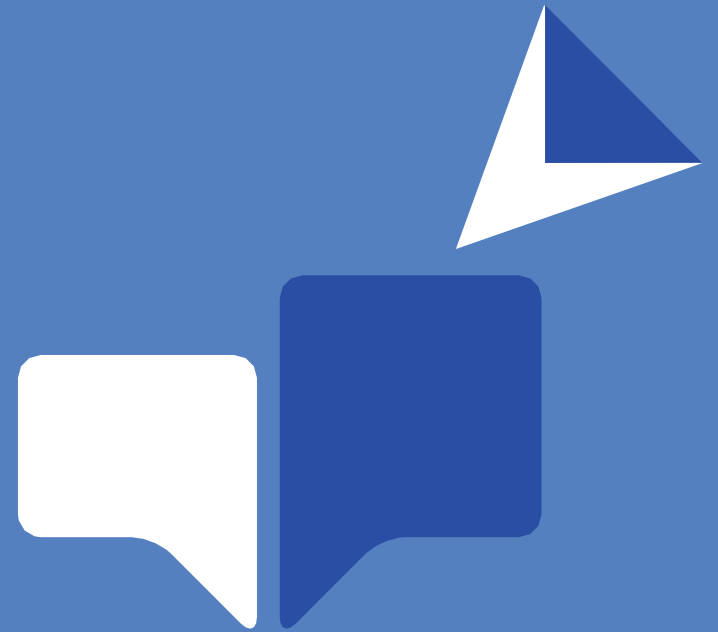


ANY RED FLAGS?




Small Piece of Broader
Practice

Unlimited Market



Can Niche Be Too Narrow?



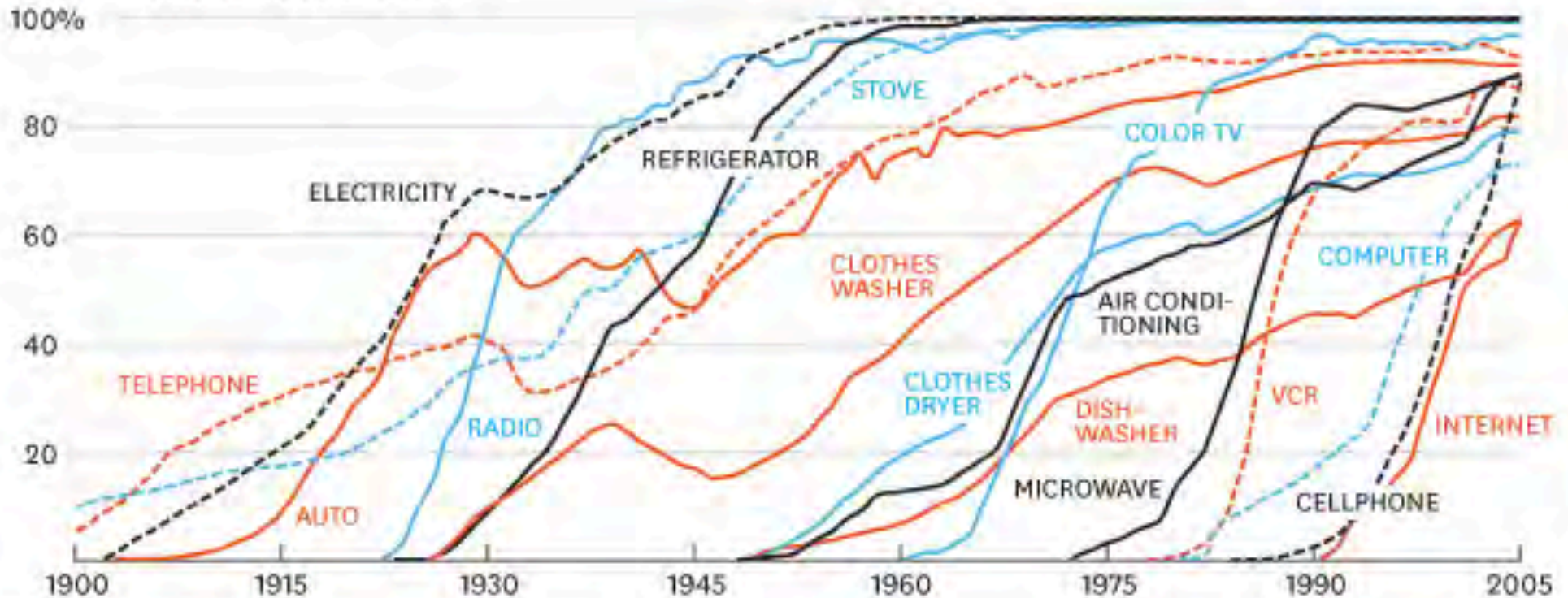
What is new about the niche in 2-0-1-6?

- Rapid Technological Advancement
- Rapid Social Change
- Competition from generic online providers

Examples

The Pace of Technology Adoption is Speeding Up

PERCENT OF U.S. HOUSEHOLDS



SOURCE MICHAEL FELTON, THE NEW YORK TIMES

HBR.ORG

Examples

Plessy v. Ferguson (1896) to Brown v. Board of Ed (1954) – 58 years

Bowers v. Hardwick (criminalizing “sodomy” OK) - 1986 to Lawrence v. TX (reversing Bowers) – 2003 (17 yrs) to Obergefell v. Hodges (gay marriage OK) – 2015

a complete sea change in 35 years

Generic Providers Abound

 upcounsel

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where do you go?

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Behind every technological or social change lies a nest of legal issues that need resolution and can't be addressed by generic or automated legal providers.

HELLO

MY NICHE IS

?



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San Francisco

Los Angeles

Fashion

SF Fashion



Attorneys



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[A List of Section 333 Exemptions Granted to Date](#)

[Read the FAA's NPRM for sUAS](#)



ABOUT JUDY YOUNG

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WINE LAW

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The Cannabis laws in Washington State have been an ever-changing landscape. Since the inception of the voter passed initiative, allowing a Compassionate Use Defense, in 1998, the law has gone through several changes. Still, one thing remains the same: you can still be arrested and you can still be prosecuted for possessing cannabis. This is true, even if you are an authorized patient.

At Pelley Law, we believe that these cases are worth fighting. We believe that even though the Police and Prosecutor's throughout the State have the power to arrest and prosecute, it is wrong. The only way to put an end to this, is by taking cases to trial and then demanding the return of the property taken.

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Senator Introduces Bill to Waive Taxability of Loan Forgiveness

October 13, 2015 by Adam S. Minsky, Esq.

Federal income-driven repayment plan programs such as Income-Based Repayment (IBR) and [Pay As You Earn \(PAYE\)](#) are imperfect but much-needed plans that allow many student loan borrowers to repay their loans using formulas based on their income and family size. For many student loan borrowers, they are the only affordable repayment plans available, and they help prevent [default](#), which can be [disastrous](#).

These programs also have an important safety net: after completing the plan's repayment term



The Definitive Guide to
Understanding and
Managing Your Student
Loans

[BUY ON AMAZON](#)

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ALL THE GOOD ONES ARE TAKEN.
IF THEY AREN'T TAKEN, THERE'S A REASON



Top 10 Jobs Today Never Existed in 2004



Four Steps to A Niche

1. Which niche?



Personal Interest or
Passion



Existing Contacts



Substantive Capabilities -
existing or easy to procure?



Geographic/licensing capabilities

2. How to fish for a niche

A photograph of a band performing in a rustic, industrial-style room. A woman in a dark jacket and a long, colorful plaid skirt stands in the center, holding a microphone. To her left, a man in a black beanie and jacket plays a guitar. To her right, another man in a black beanie and jacket plays a guitar. In the background, a drummer is visible. The room has a large window with a grid pattern, a framed picture on the wall, and a red fire extinguisher on the right. The floor is covered with a patterned rug.

MASHUPS

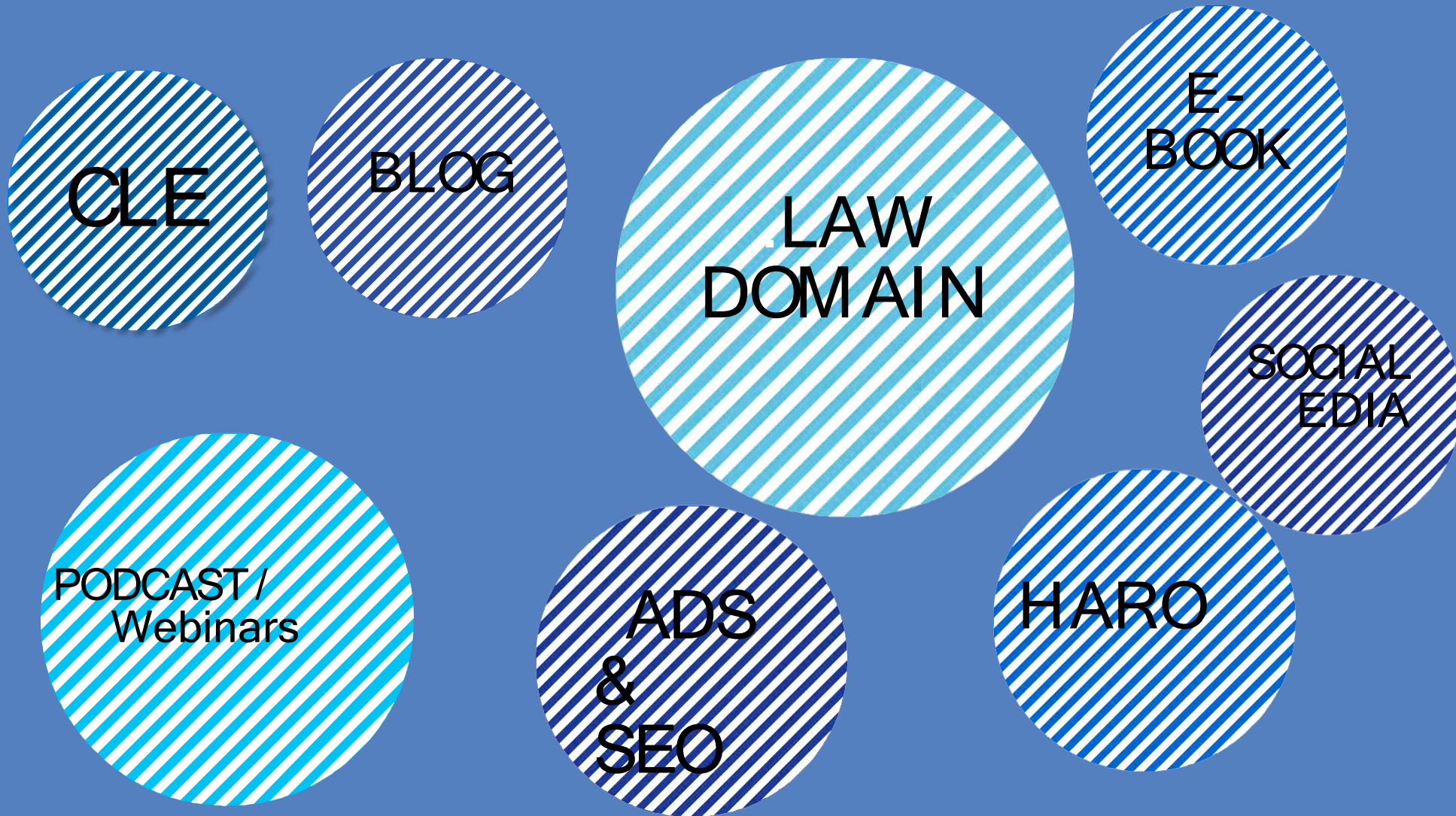
COLLABORATIONS

A swimmer in a pool, wearing a blue swim cap and goggles, is captured in a dynamic pose with water splashing around them. A large blue speech bubble is overlaid on the left side of the image, containing the text 'IMMERSE YOURSELF'.

IMMERSE
YOURSELF

3. Pitching the Niche

Other Ideas to Pitch a Niche



4. Ethics of Niche



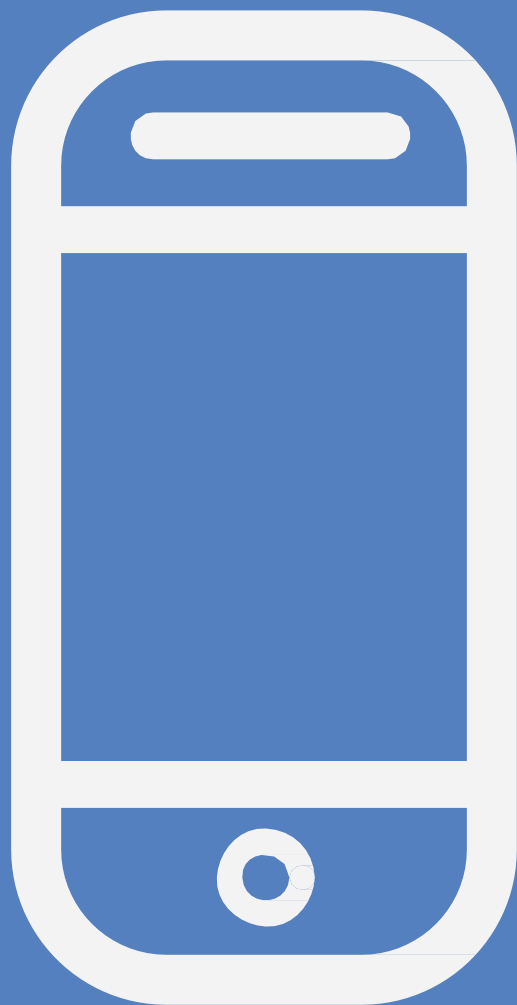
Prohibitions on Specialization



UPL Issues for National Niches



Fee Splitting for Niches With Non Lawyers

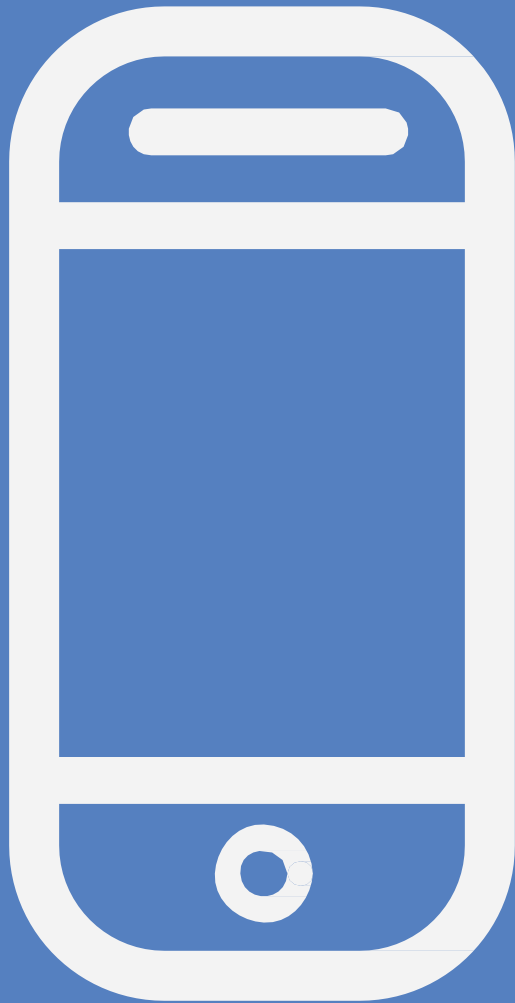


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