Our Practice Areas

| • | What areas of practice define your law firm? |
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| • | What have been your law firm's practice areas over the last five years? How have those practice areas changed? |
| • | What does the legal community know your firm for? |
| • | What are your firm's top five practice areas? What are its bottom five practice areas? |
| • | What are your firm's practice groups? |
| • | What practice areas does your firm emphasize on its website? In its marketing? |

| • | What number or percentage of your lawyers fall into each of your firm's practice areas? |
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| • | What are your most profitable practice areas? |
| • | Which of your practice areas produces the most press and media coverage and attention on social media and beyond? |
| • | Which of your practice areas produced the least amount of attention? |
| • | How are your practice teams staffed? |
| • | How do you market your practice areas? |

| What support does your firm offer your practice groups? | |
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| What practice areas do you want your firm to focus on in five years? Ten years? | ? |
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